Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

November 2, 1959
Volume 30 • Number 44
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050

Second Class Postage Paid at Chicago, Ill. *Copyright, 1959, by Advertising Publications, Inc.*

THE NATIONAL NEWSPAPER OF MARKETING

From 4.11% in '57

Agency Profit Dipped to 3.23% in '58: Gamble

4A's President Reports Profits on Commissions Sank from 1.16 to 0.59%

BOSTON, Oct. 30—The American Assn. of Advertising Agencies reveals profit margins, cost figures and other financial data of its members for the first time in an article to appear in the November-December issue of the *Harvard Business Review*.

The article, authored by Frederic R. Gamble, president of the Four A's, reports that the profit margin of agencies dropped to 3.23% of gross income in 1958—the lowest point in 20 years. The margin was 4.11% in 1957.

(Editor's note: While this is the first official disclosure of profit margins of Four A's members, ADVERTISING AGE has published for the past three years in its annual billings issue charts showing these margins. The figures were obtained by AA from confidential sources. One point not covered by Mr. Gamble—but shown in the figures published in AA—is that in recent years profit margins seem to become larger with the size of the agency. For example, in 1957, when the over-all average was 4.1% on gross income, agencies in the $40,000,000 and over group averaged 6.2%; in 1956, when the over-all average was 5.2%, the big agency group averaged 8.9%.)

■ The 239 members on the roll of the Four A's in 1958 accounted for close to two-thirds of total advertising agency volume.

Explaining the reason for this first public exposure, Mr. Gamble writes: "The time has come, I think, not only for clients but agencies as well, to understand the cost problems faced by advertising today."

Mr. Gamble reports that agen-

(*Continued on Page* 142)

Card Rate 'Too Often' Ignored, Neal Tells NAB

ATLANTA, Oct. 30—"In entirely too many cases published rates have absolutely no significance," William W. Neal, president of Liller, Neal, Battle & Lindsey, told the regional meeting of the National Assn. of Broadcasters here today.

The Atlanta agency man deplored the fact that the telephone call, personal visits and confidential letters apparently have replaced Standard Rate & Data Service in broadcasting.

He acknowledged that agencies have been accused of being responsible for the situation, since they seek lower rates, but he insisted that agencies are interested in a stable rate structure.

■ An agency is charged with buying "a maximum dollar's worth for each advertising dollar" and seeing that "a client pays no more than a competitor pays in each market," he explained.

"Buying time has always been a complicated process, as compared to print media buying," Mr. Neal told the broadcasters, mentioning the problems raised by availabilities, adjacencies, composition of audience and other factors, and added that when uncertainty about rates is added

(*Continued on Page* 8)

Canadair Shifts to EWRR from Walsh Agency

Billing Expected to Climb About 60%, to $350,000 Annual Figure

MONTREAL, Oct. 27—Canadair Ltd., airplane producing subsidiary of General Dynamics, has awarded its advertising account to Erwin Wasey, Ruthrauff & Ryan (Canada) Ltd., effective Jan. 1, ADVERTISING AGE learned exclusively.

Canadair currently is pushing its giant CL-44 turbo-prop swing-tail freighter in competition with the controversial Lockheed Super Hercules, whose future depended largely on an order from the U.S. Air Force which did not come through.

Canadair's advertising had been placed by Walsh Advertising Ltd.'s office in Montreal. EWRR will handle the account out of Toronto, its only Canadian office.

Contact man on the account will be Ed Karthaus, EWRR's managing director in Canada. While the major part of the company's advertising appropriation will be

(*Continued on Page* 143)

Tax Unit Sets 2-Day Hearing Next Month on Lobby Ad Rule

WASHINGTON, Oct. 29—A two-day hearing has been scheduled at the Internal Revenue Service next month to provide a forum for organizations which are critical of a proposed new tax regulation dealing with the deduction of institutional advertising and lobbying expense.

The hearing, which will be held Nov. 12-13, was arranged after at least 42 organizations filed statements indicating they would like to be heard. IRS announced that the official witness list for the hearing will remain open until Nov. 6 in the event there are additional requests. #

The Packaged Tour

TAKE A TOUR—*El Al Israel Airlines will be promoting package tours in this copy-laden page in the New York Times the second week of November and the December Holiday. The campaign is handled by Doyle Dane Bernbach Inc., New York.*

BBDO's 'Refusal' to Place Quiz Ad OK with Cortney

Dust Also Raised Over Coty Head's 'Hands Off TV Entertainment' Speech

NEW YORK, Oct. 29—Despite some reports to the contrary, Philip Cortney, president of Coty, said he had no intention of dismissing Batten, Barton, Durstine & Osborn because of the agency's reluctance to place a newspaper ad in which Mr. Cortney proposed a "hands-off entertainment" policy be adopted by television advertisers.

Placed by Leber & Katz, the Coty ad ran this week in New York and Washington papers. Mr. Cortney said it will be scheduled in other cities later (AA, Oct. 26).

Mr. Cortney told ADVERTISING

(*Continued on Page* 141)

TV Probes Boost Peril of Intervention by U.S.

Kintner Hits 'Nauseating' TV Ads; FTC Announces All-Out Monitoring Push

WASHINGTON, Oct. 30—Federal Trade Commission Chairman Earl Kintner today unfolded the campaign plan for a government-industry pincers to rid tv of "exaggerated, irritating and nauseating commercials"—as well as illegal ones.

As his contribution, he announced four moves for an all-out FTC drive to unfrock deceptive ads, local as well as national.

In addition, he challenged the industry to show its sense of responsibility by turning down commercials "that dance on the edge of the law."

■ The four moves revealed were:

• 1. Around the clock monitoring of all national tv networks, instead of the present system of selective monitoring.

• 2. Instructions to his staff that all national tv advertising continuities for the period Nov. 15 to Dec. 15 are to be studied intensively.

• 3. Doubling of the radio-tv monitoring staff "for as long into the future as is necessary to achieve very substantial improvement in tv advertising."

• 4. Instructions to FTC field offices to intensify non-network monitoring.

■ Discussing the industry's responsibility, Chairman Kintner declared: "Just as the commission's mandate is to halt illegal hucksterring by the irresponsible few, so must it be the responsibility of the broadcasting industry to clamp down on advertising excesses that dance on the edges of the law."

He said the bad taste represented in commercials which exaggerate, irritate and nauseate cannot be confined to the product so advertised; "it rubs off on the medium that permits it."

As much of it is beyond the reach of FTC, he said, there is a "challenge for the industry to reject illegal advertising and strain out the offensive advertising that manages to skirt the law." #

Ike's Ire Seen Triggering U.S. Clampdown on TV

Justice Department's Investigation May Cover All TV Advertising

WASHINGTON, Oct. 29—Tougher federal supervision of tv broadcasting and tv advertising shaped up this week as the likely "pay off" from the current hubbub over tv quiz scandals.

As congressional investigators prepared to resume their inquest into the quiz show "mess," the Department of Justice buckled down to a detailed evaluation of the government's responsibilities in regulating tv, and the Federal Trade Commission launched what is expected to be a sustained drive against deceptive tv advertising.

■ Popular quiz show winner Charles Van Doren will be in the spotlight when the congressional investigation resumes Monday. Before the week is over, however, investigators are expected to call

(*Continued on Page* 141)

Last Minute News Flashes

Mars Will Leave Knox Reeves; Lehrter Resigns

MINNEAPOLIS, Oct. 30—Mars Inc., Chicago, will move its $3,000,000 account out of Knox Reeves Advertising on Dec. 1, AA learned today, and the candy company already may have selected a replacement agency. At the same time, it was reliably reported that Herbert A. Lehrter, general advertising manager of Mars, has resigned. The Mars account has recently been handled out of Knox Reeves' Chicago office, opened Aug. 1 and headed by Fred Wachter.

Crane Considers Six Agencies for $1,000,000 Account

CHICAGO, Oct. 30—Crane Co. is considering an agency change for its $1,000,000-plus account and will make its decision Nov. 2. Agencies under consideration include Buchen Co. (Crane's present agency); Erwin Wasey, Ruthrauff & Ryan; J. Walter Thompson Co.; Compton Advertising; N. W. Ayer & Son, and Waldie & Briggs.

John Williams to Leave F&S&R Dec. 1

NEW YORK, Oct. 30—John C. Williams, senior vp in charge of development at Fuller & Smith & Ross, has resigned effective Dec. 1. Mr. Williams, former president of Williams & London Advertising, Newark, N. J., and before that president and board chairman of L. Bamberger & Co., Newark department store, joined F&S&R Jan. 1, '58 (AA, Oct. 28, '57). He said his future plans have not jelled, and gave as an explanation for his resignation that "fresh pastures are good for any cow."

(*Additional News Flashes on Page* 141)

BBDO Gains as General Mills Unifies Accounts

MINNEAPOLIS, Oct. 28—General Mills will reassign some of its products among its present agencies next June to consolidate related products under a single agency roof.

Batten, Barton, Durstine & Osborn, New York, will be the big winner in the shuffle, picking up Betty Crocker pancake mix from Dancer-Fitzgerald-Sample, New York, and Betty Crocker muffin mixes from Tatham-Laird, Chicago.

Red Brand flour and other regional flour brands, now at Knox Reeves Advertising, Minneapolis, will move to Dancer-Fitzgerald-Sample.

■ Last September Tatham-Laird lost Korn Kix, Trix and Sugar Jets cereals to D-F-S, and now will handle only pet foods advertising for General Mills.

While the shuffling will bring increased billings to BBDO, Dancer said that as far as it was concerned, the exchange of accounts is an even swap.

Barring further changes, here

(*Continued on Page* 142)

Necco Uses Quiz to Pick Agency Finalists

5 Finalists to Be Chosen from 11 Bids on $1,000,000 Account

CAMBRIDGE, MASS., Oct. 29—New England Confectionery Co., one of the nation's leading candy manufacturers, has solicited presentations from 22 advertising agencies.

Necco, currently reviewing its marketing practices, sent a 13-point questionnaire to 22 agencies selected from a group of 53. The questionnaire, a detailed one, was returned by 11 agencies.

These 11 returns are being "scored" here now. The company expects to narrow the prospect list to five agencies, each of which will be asked to make a formal presentation. Necco's current agency, C. J. LaRoche & Co., New York, will be permitted to compete for retention of the account.

Necco, a $20,000,000 company, spends about $1,000,000 on advertising. C. J. LaRoche has handled the account for 14 years.

Proctor A. Coffin, general merchandising manager, told ADVERTISING AGE that Necco's reappraisal of its agency relationship stems from the reorganization that has been going on at Necco in the past few years.

■ Necco formerly marketed some 700 products, he pointed out. The line has now been reduced to 350, and further pruning is planned. The company's best known prod-

(Continued on Page 142)

Hausman to Keynote Broadcast Promotion Group's Convention

PHILADELPHIA, Oct. 30—Louis Hausman, director of the new Television Information Office, will deliver the keynote address at the fourth annual convention of the Broadcasters Promotion Assn. here next week.

A record attendance is expected for the three-day meeting which gets under way Monday (Nov. 2), with a welcoming address by Charles A. Wilson, sales promotion and advertising manager of WGN, Chicago, and president of the BPA.

Among the topics on the opening day's program are public service, merchandising, station image making and trade paper advertising. Featured speakers include C. Wrede Petersmeyer of Corinthian Broadcasting Co.; Frank Shakespeare of WCBS-TV, New York; Max Buck, WRCA-TV, New York; R. C. Embry, WITH, Baltimore; Arthur C. Schofield, Peoples Broadcasting Co., Columbus, O.; R. David Kimble, Grey Advertising, and Henry J. Kaufman, Henry J. Kaufman Associates.

■ All day Tuesday will be devoted to five simultaneous shirt-sleeve sessions with the following topics and moderators: Audience Promotion—Robert V. Freeland, KOTV, Tulsa; Sales Promotion—Jack Williams, WBZ, Boston; Trade Paper Advertising—Kirt Harriss, KPRC, Houston; Merchandising—Heber E. Darton, WHBF, Rock Island, Ill.; and Publicity and Exploitation—Montez Tjaden, WBKB, Chicago.

The final session on Wednesday will highlight a discussion of the topic "How to Equip Your Rep." [illegible] out advice on the subject [illegible] Preston Peters, Peters, [illegible] Woodward, and Adam J. Young of Adam Young inc. James T. Quirk, publisher of *TV Guide*, will talk about the "Role of Promotion and Promotion Managers in the Future of Radio and Television." #

BUDWEISER HOLIDAY PROMOTION FEATURES NEW SALES IDEA

It's the HOLIDAY PARTY PAIR . . . two Budweiser 6-packs in one bag to help your customers decide to take home that extra carton of Bud. The bag is specially decorated with a design which ties in with the Budweiser holiday advertising and in store material shown above. You can have the HOLIDAY PARTY PAIR in your store. The man who sells you Budweiser will tell you how.

PARTY TIME—*Color pages like this in American Weekly, Life, Look and Parade will boost Budweiser's Party Pair package during the holidays. Outdoor, radio and special tv commercials will also support the promotion. D'Arcy Advertising Co., St. Louis, is the agency.*

'Honolulu Star' to Inaugurate Sunday Edition on Nov. 1

HONOLULU, Oct. 29—The *Honolulu Star-Bulletin* will bring out the first Sunday edition in its long history Nov. 1.

In the past, the newspaper has carried typical Sunday features such as color comics, *Parade*, and *Hawaiian Life*, a letterpress tabloid magazine, in its Saturday editions. All of these features will be shifted to Sunday.

The advertising line rate for the new Sunday editions will be the same as for the weekday issues, ADVERTISING AGE learned. A circulation goal of 110,000—about the size of the Saturday editions—is anticipated, AA was told.

The *Honolulu Advertiser*, the *Star-Bulletin's* chief competitor, has published Sunday editions for many years. #

THIRD STEP—*The third phase of a three-month $3,000,000-plus ad drive sponsored by 22 Florida frozen orange juice processors (AA, Aug. 3) starts Nov. 1 with this 20¢ bonus offer. Benton & Bowles is handling.*

Beer Distributors in N.Y. Oppose U.S. Curb on Beer Ads

BUFFALO, Oct. 28—The New York State Wholesale Beer Distributors Assn. expressed disagreement with a government directive to the industry to discontinue institutional advertising.

In a resolution adopted at its convention here this week, the organization voted to try to persuade Dwight Avis, director of the Alcohol & Tobacco Tax Unit, to withdraw the directive (AA, Oct. 12).

Emphasizing that a total of about $1,500,000 in advertising in magazines and newspapers is involved every few months, Samuel Bernstein, counsel and executive director of the association, said: "It is our feeling the industry's advertising is completely truthful, with no misstatement of fact." (*For additional news on this issue, see "This Week in Washington" on Page 40.*)

Duncan Scott Names McIntyre

Duncan Scott & Co., San Francisco and Los Angeles publishers' representative, has opened a Chicago office at 35 E. Wacker Dr. John C. McIntyre, formerly with *House Beautiful*, will manage the office. Mr. McIntyre also has been with Paul Block & Associates and John W. Cullen Co.

ARB, Nielsen Offer New Rating Plans in Struggle for Net Business

Networks Sign for New ARB Service, May Drop Nielsen

NEW YORK, Oct. 29—The always keen competition among the tv rating services is becoming even more so.

The combatants in the latest outbreak of rivalry are the American Research Bureau and A. C. Nielsen Co. The scene of the battle now shaping up is the network tv program rating field. At stake, at the outset, are the contracts with the three networks.

■ The aggressor is ARB, which this week announced a new 1,500-home national Arbitron rating service to be available effective Sept. 30, 1960. Arbitron is the electronic transponder or meter which transports signals on a minute delay basis to show which station a tv set is tuned to. ARB now provides national as well as local ratings with data collected

(Continued on Page 8)

Nielsen Offers Instant Ratings in N. Y.; Sets More Local Service

NEW YORK, Oct. 28—A. C. Nielsen Co. staged a triple-feature press conference here this week.

The subject matter: (1) Instantaneous tv rating in New York; (2) plans for expansion of local tv rating service from 108 to 150 markets, and (3) Nielsen's first nationwide Canadian study on radio-tv station circulation.

The research company announced that it is already providing weekly instantaneous rating reports for New York on the basis of 270 sets in 228 homes. There are four station subscribers to the service, which has been in pilot operation here for two years. Quarter-hour ratings are based on minute-by-minute compilations; overnight rating reports are available on order.

Nielsen introduced an instantaneous radio rating service in

(Continued on Page 8)

Agricultural Groups Name New Officers

CHICAGO, Oct. 27—Ray T. Kelsey, of Capper-Harman-Slocum, has been reelected president of Agricultural Publishers Assn. at the annual convention of the organization in Chicago. Other APA officers who were reelected include G. P. Swanson, *Northwest Farm Quad*, vp; Irving W. Ingalls, *American Agriculturist*, secretary, and James E. Edwards, *Prairie Farmer*, treasurer.

Mr. Kelsey also was elected president of Farm Publication Reports Inc. Other new officers of FPR include Tom Hickey, *Nebraska Farmer*, vp; Thomas J. Anderson, *Farm & Ranch-Southern Agriculturist*, secretary, and W. B. Wiemers, *Farm Journal*, treasurer.

The new directors of the organization include J. W. Sampier, *National Live Stock Producer*; Donald S. Watson, *New England Homestead*; Frank Cappy, American Cyanamid Co., and Charles Russell, Marsteller, Rickard, Gebhardt & Reed. #

Yardis Absorbs Robinson Agency

PHILADELPHIA, Oct. 29—Edward Robinson Agency has merged with the Yardis Advertising Co., and two more agencies will be merged into Yardis very shortly.

Raymond Rosenberg, president of Yardis both before and after the merger, would not name the other two agencies.

Mr. Rosenberg also would not reveal the pre-merger billings of either the Robinson agency or the Yardis agency, but it is believed that the merged organization will bill around $1,000,000. The Robinson agency is two and one-half years old; Yardis is 13 years old.

■ Edward Robinson, former head of his own agency, becomes a vp of Yardis, as does Charles H. Swartz, former vp of Robinson. The two also become members of Yardis' board.

Some of the accounts Robinson brings with it are A. Conte & Sons, Palm, Pa., food processor; the regional Avis car rental account; National Heat & Power Corp., and a number of automotive dealers.

With the combined staffs of Robinson and Yardis, the new Yardis agency will have about 20 people, Mr. Rosenberg said. #

NORMAN K. MATHESON, *director of sales promotion of the Arrow domestic division of Cluett, Peabody & Co., New York, has been named director of advertising and sales promotion for the division, a post vacant for the past year. Robert Clark, assistant sales promotion manager, has been named sales promotion manager. Russell Ziegler continues as ad manager.*

Highlights of This Week's Issue

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Anthony C. Chevins, senior vp of Cunningham & Walsh, says advertising today is in trouble because of too much creativity ..... **Page 3**

Boyle-Midway (Canada) Ltd. moves its $500,000 account to J. Walter Thompson from Geyer, Morey, Madden & Ballard, effective Dec. 1 ..... **Page 3**

Cut-price food ads by the F. W. Woolworth Co. in Britain are seen periling fair trade ..... **Page 4**

Harry Wayne McMahan, tv consultant, says that within the next five years, the use of tv tape will so revolutionize advertising that agencies must reorganize, retrain and regroup to handle it ..... **Page 6**

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Robert Konikow, managing editor of Advertising Requirements, reports that advances in graphic arts techniques are delayed in reaching the printing buyer because there is no coordination among makers of the components for the reproduction equipment ..... **Page 23**

New Metropolitan Opera program contains 30 pages of advertising ..**Page 24**

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Newspapers Must Offer More Local Services: Wilcox

'Indianapolis Star' Exec Warns NNPA of TV's Threat in Local Field

MILWAUKEE, Oct. 27—Television may invade and capture a sizable share of the retail advertising field if newspapers do not offer local advertisers more services and make the medium easier to buy.

This warning was issued here today by Howard S. Wilcox, promotion and research director of the *Indianapolis Star* and *News*, in a talk at the central region convention of the National Newspaper Promotion Assn. Mr. Wilcox is national president of NNPA.

"This is a serious problem, and we had all better put on our thinking caps," Mr. Wilcox told his audience. "Newspapers have a service problem, and we will all suffer if we fail to acknowledge it and do something about it."

■ Warning that television has already captured the bulk of the national advertising dollar, Mr. Wilcox said tv's next move might well be in the retail field. As an example, he pointed to the experiment which will be conducted during the next year by Patterson Fletcher Co., a Fort Wayne men's furnishing store, WANE-TV, and the Television Bureau of Advertising (AA, Oct. 12).

"We must do our best to help retail advertisers obtain the best possible results on their ads," he said. "We also should move toward simplifying rate cards and mechanical requirements so news-

(Continued on Page 143)

Newman Keeney Weed McBride

NEW TOP BRASS—*Bob Weed of the Minneapolis Star and Tribune, outgoing president of the central region of the National Newspaper Promotion Assn., turns over the gavel to Art Keeney of the Canton Repository, new president. Other new officers elected in Milwaukee were John Newman, Battle Creek Enquirer and News, 1st vp; Bob McBride Jr., Detroit Free Press, 2nd vp, and Paul Hirt (not shown in this picture), Chicago Sun-Times, secretary-treasurer.*

'We Proved Our Point' . . .

KTTV's All-Ad Show Ends; Viewers Liked It; Clearances Were 'Difficult'

Welk Outpulled Show, But It Usually Rated 2nd in 7-Station Market

LOS ANGELES, Oct. 27—After a 13-week airing of "Cavalcade of Spots," its unique weekly half-hour program devoted entirely to tv commercials, KTTV reports that the experiment proved that "good advertising possesses an intrinsic attraction."

When the 13-week period concluded, the station said, it was not continued because:

1. "We proved our point."
2. It was "difficult to get clearance" on spots.

■ The clearance of spots was vexing. Many spots which were desired were not in current use; to reactivate them it would have been necessary to pay residuals. A request was made of Screen Actors Guild for a waiver on this, but the request was refused.

As a result, it was felt a sufficient number of quality spots would not be available to continue the series. This posed a difficult position for the station, because quite obviously many spots offered were not used. Success of the program idea was dependent on having spots of outstanding quality, but not all spots were in that category.

To obtain a measuring stick for determining what commercials

(Continued on Page 121)

Private Label Health, Beauty Aids Fail in Supers: 'McCall's' Panelists

Also Warn Marketers Must End Co-op Abuses Before Government Does

NEW YORK, Oct. 27—Private labels, frequently used by supermarkets to sell groceries, have few takers on the health and beauty aids racks of the supermarket.

This was among the observations made today by an eight-man panel participating in the sixth annual health and beauty aids forum sponsored by *McCall's* for the benefit of several hundred supermarket operators and executives in the drug and toiletries field.

The forum concluded with a panel of seven women chosen from *McCall's* Congress on Better Living, who gave the consumer's point of view on health and beauty aids marketing.

In addition to private labels, the male panel discussed:

- The role of the supermarket in national brands promotions, and the importance of tying in and timing in these promotions.
- Cooperative advertising.
- Fair trade.
- Buying committees.
- Related-item displays.
- The growing importance of cosmetics as a supermarket item.
- Governing of space allocations in the health and beauty aids rack.
- Packaging.

Moderated by William E. Holden, vp of Doherty, Clifford, Steers & Shenfield, the panel consisted of Arthur Abrams, Supermarket Service Corp.; H. H. Hilburn, Super Value food stores; Harry McGill, Greater All American Markets, and Richard Meyers, Stop & Shop Inc., all supermarket representatives.

Speaking for manufacturers were Charles Davies, Pharma-Craft Corp.; Robert Foley, Bristol-Myers Co.; L. J. Hill, Colgate-Palmolive Co., and Raymond S. Snyder, Johnson & Johnson.

■ The panel was almost unanimous in the opinion that private

(Continued on Page 146)

Advertiser's Name Wouldn't Subvert Kiddies, Editor Says

OLEAN, N. Y., Oct. 27—The *Olean News* said it is in favor of changing a local law so the board of education can accept items on which there is advertising, for use in the schools.

The gesture to other advertising media was made in a front page editorial by the weekly, which is published and edited by Myron P. Lown. The editorial was titled, "Is It Time for a Change?"

"At this week's meeting (of the board of education)," it said in part, "an area Coca-Cola bottling company offered to supply junior science lab sets for children in the fifth and sixth grades, but the offer was declined because of possible advertising in connection

(Continued on Page 145)

Slender-Way Bread Is 'Less Fattening'—if User Eats Less of It

WASHINGTON, Oct. 28—Safeway Stores today told the Federal Trade Commission that Slender-Way bread really does have fewer calories than other brands—the slices are thinner.

In reply to a complaint that the name is deceptive, Safeway said, "Customers measure bread consumption by slices, rather than by loaves or pounds; so that if they eat a stated number of slices of Slender-Way bread, they consume fewer calories than they would have consumed had they eaten the same number of slices of ordinary bread."

Safeway also argued that the bread has less caloric content than many other foods, so by using Slender-Way bread in place of higher calorie foods, persons may reduce their total calorie content.

Safeway said it has used the name for eight years "without receiving any complaints from consumers that they were in any way misled." FTC's complaint was issued Sept. 16. #

'Creative' Experts Pounce on 'Helpless Little Ideas,' Chevins Tells Insurance Admen

CHICAGO, Oct. 28—Advertising today is in trouble because of too much creativity.

This startling bit of evaluation was promulgated today by a creative director—Anthony C. Chevins, senior vp of Cunningham & Walsh—speaking at the 28th annual meeting of the Life Insurance Advertisers Assn. (LAA).

"We're loaded with creative people," he said. "Today, everybody in advertising is creative. Everybody in everything is creative.

"Every time a helpless little idea gets born, this battalion of creative experts pounces on it like a group of starving men in a lifeboat going after a careless seagull.

"Never before have so many created so little.

"Never before have so many created so little that looks so much alike."

The net result of this over-abundance of creative zeal, Mr. Chevins said, is advertising which is "compromisingly common and spinelessly safe."

■ He attacked the trend towards excessive meetings, conferences and "groupthink" sessions with the observation that "the more creative people you put into a conference room the fewer good ideas are apt to come out.

"Meetings are for meatheads," he said. "They are often wearying, wasteful, worthless. They are the flagrant example of our innate desire to shortcut honest thought, to get something for nothing."

After berating brainstorming as "nothing more than a tempest in a thinkpot," Mr. Chevins added: "If we do not fight these business tumors, we will see a continuing growth of the cookie-cutter conformity that is plaguing advertising today."

■ Six reasons for a need for "mass awareness" of life insurance during the next decade were put forth by A. L. Cawthorn-Page, manager of the publication division of Metropolitan Life Insurance Co., Ottawa.

1. "We appear to have lost ground in the people's awareness of life insurance as the prime savings medium.
2. "The growth rate of assets, and the amount of life insurance savings available for investment have slowed down at a time when the need for funds has stepped up.
3. "The average insured family has only $11,000 of total family coverage. If this were all on the breadwinner, it would be sufficient for the continuation of just about two years' average income.
4. "We are on the brink of a new decade which promises almost startling increases in discretionary

(Continued on Page 112)

Boyle-Midway Assigns Canada Account to JWT

TORONTO, Oct. 27—Boyle-Midway (Canada) Ltd. has awarded its advertising account to the Toronto office of J. Walter Thompson Co. Ltd., effective Dec. 1, ADVERTISING AGE learned today.

The account, estimated to involve $500,000 a year in billings, had been handled out of New York by Geyer, Morey, Madden & Ballard.

Harold E. Sanderson, president and general manager of the Canadian company, said that about 12 of the company's products would be advertised on a continuous basis. Boyle-Midway markets more than 20 products in Canada, including Aerowax, Aeroshave and Black Flag ant traps and bug killer.

■ Mr. Sanderson was obviously pleased that a Toronto-based advertising agency had been placed at his disposal.

Boyle-Midway, a division of American Home Products, shifted a group of brands from Geyer to Thompson in the U.S. (AA, Oct. 12, 1959), and also assigned a number to Tatham-Laird, Chicago. #

Battle Looms Over P.O. Tests of Facsimile Mail

AA Report Triggers Plaints U.S. Invades Free Enterprise Field

WASHINGTON, Oct. 28—A torrid behind-the-scenes White House battle over plans for facsimile transmission of mail was the unscheduled focus of interest as the National Assn. of Postmasters met here this week.

First known published news of the department's experiments with facsimile mail had been published in these pages, in "This Week in Washington" (AA, Oct. 12).

■ On Monday, as the postmasters assembled, the *Washington Post* uncorked a front page story re-

(Continued on Page 114)

GIVING—*Reynolds Metals Co. will kick off a fall and Christmas campaign for its new decorative foil division with the theme: "Moment of Giving." Ads will run in Good Housekeeping, House Beautiful, Ladies' Home Journal, The New Yorker, Seventeen and Sunset Magazine. Lennen & Newell is the agency.*

Cut-Price Food Ads by Woolworth in Britain Seen Periling Fair Trade

LONDON, Oct. 27—Food departments in Woolworth stores? Well, they may not have got around to it in the U. S., but it's standard practice here in Britain.

"We've been selling dry grocery goods in our stores almost since we started," a Woolworth spokesman told ADVERTISING AGE last week.

The question was aroused by a recent statement by James T. Leftwich, former board chairman of F. W. Woolworth Co., that the company doesn't have food departments in its American stores—but that doesn't mean they never will have them.

"I've given up saying it won't happen," said Mr. Leftwich in an interview with *Variety Store Merchandiser*. "We may yet come to the same spread as our competition—discount houses, supermarkets and the like."

■ A few weeks after publication of Mr. Leftwich's statement, F. W. Woolworth in Britain was advertising cut-price lines—including food items.

The full-page newspaper ads were part of a campaign marking the 50th anniversary of Woolworth trading in Britain. The campaign, handled by Masius & Fergusson Ltd., consists mainly of pages with Woolworth logotypes and a composite of ads for various lines, each of which is paid for by the manufacturer.

This campaign, the first national advertising ever undertaken by Woolworth here, has aroused considerable comment in advertising circles, on several grounds.

When the company announced last year it planned to embark on a national advertising campaign, admen greeted the news warmly. For Woolworth has long been cited as a successful non-advertiser by those who doubt the power of advertising.

■ Agencies and media owners anticipated a battle royal, as Marks & Spencer and other retail chains —who spend little on advertising —struck back.

But admen were soon disillusioned. The full-page Woolworth ads turned out to be composites, with suppliers footing most of the bill. The campaign brought little new ad money into the industry.

There were difficulties and hard words, too, among agencies and clients over the question of commissions on these composite ads.

■ One result of such influence is already being predicted—the ending of resale price maintenance in Britain in the near future.

SECOND FIRST—*This full-page newspaper ad notches up a second first for the British end of F. W. Woolworth Co. The ad—part of Woolworth's first-ever national advertising campaign in Britain—is the first in which the store chain has publicized cut price offers. Masius & Fergusson is the agency.*

Commenting on the fact that Woolworth is cutting the prices of some 25 branded items it already sells, the *Economist* recently said this will make it more difficult than ever to sell these goods at the manufacturers' list price anywhere.

"Some manufacturers who have had the prices of their goods cut by Woolworth contribute to the cost of its advertising them, showing that they think they can gain by the exercise, as do those who give discounts to the supermarkets or voluntary chains that make special offers of their goods at cut prices for limited periods," said the *Economist*.

Woolworth has been developing its food departments over the past few years. In its larger and more modern stores it is now handling delicatessen items, fresh meat and fresh vegetables. It has also been riding on the boom in frozen foods which started here about four years ago. In the newest Woolworth stores, more and more space is being devoted to food items.

As one American marketing expert put it: "All this may have little bearing on what Woolworth might try in the U. S., food retailing conditions being so different. However, for what it is worth, Woolworth in the U. S. is probably keeping an eye on the development in Britain." #

direct line

More than 85% of Baltimore families (1.5 million people) live within a 15-mile radius from the heart of downtown—roughly the ABC city zone—making Baltimore a *uniquely compact* market.

An estimated 92% of the total Baltimore market retail sales are made in this same compact area, making it a *highly productive* market (America's 12th largest, in fact).

Baltimore's centralized growth in the past 20 years has added half a million people (about equal in size to such complete cities as Miami or Rochester)—making it an *ever-growing* as well as a compact, rich market.

Contact with this compact market now, as always, can best be established by your use of the Sunpapers. More than 88% of our daily circulation (77% of it home delivered) and more than 82% of our Sunday circulation (80% home delivered) is in Baltimore's compact city zone. With the Sunpapers, you reach the overwhelming majority of Baltimoreans where they live, where they work, and where they buy.

The Baltimore Sunpapers

ABC 3/31/59: Combined Morning and Evening 413,299 — Sunday 319,972

National Representatives: Cresmer & Woodward, Inc.—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

15th Market in Total Retail Sales

Watch Food Sales Sprout

Hungry Metropolitan Greensboro Market ranks 17th in food sales in the South's top 25 markets—ahead of Charlotte, Augusta, Baton Rouge, close behind primary markets like Mobile and Chattanooga. Feed your sales story through the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation daily; over 400,000 readers daily.

Write on company letterhead for "*1959 Major U. S. Markets Analysis*" Brochure of all 292 Metropolitan Markets.

Greensboro—1st Market in the Carolinas—
79th in the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

Across the nation here is what leading food chain executives are say... about THIS WEEK Magazine:

"We know the power of THIS WEEK and the heavy coverage it provides among our regular customers—for it speeds the regularly advertised products off the shelves. Is it any wonder, then, that we tie in so frequently with food advertising campaigns appearing in THIS WEEK Magazine."

R. M. LAVERTY
President, Thriftimart, Inc., Los Angeles, Calif.

"THIS WEEK Magazine is distributed by strong and respected newspapers in our area—a solid reason for its effectiveness in pre-selling the famous brand products carried in our stores. Our store managers are well aware of the sales impact of THIS WEEK promotions."

JOSEPH SEITZ
President, Colonial Stores, Inc., Atlanta, Georgia.

"In THIS WEEK Magazine we find the ideal combination of suppliers pre-selling their products to the consumer and giving retailers a special reason for tying in with their own advertising and merchandising support. We witness every day the movement of more goods across grocers' counters as a result of advertising in such widely read media as THIS WEEK."

D. P. LLOYD
Chairman, Cooperative Food Distributors of America, Chicago, Ill.

"THIS WEEK Magazine, in our opinion, does double duty in the food industry. It sells the consumer the products that are regularly advertised in THIS WEEK. This is shown by the good shelf movement. It sells the food retailers, as well, in properly stocking such items."

NED FLEMING
President, The Fleming Co., Inc., Topeka, Kansas.

To Move Goods Fastest...Buy The Big One **This Week** MAGAZINE

CIRCULATION MORE THAN *13,000,000*

Tape to 'Revolutionize' TV Ad Creation, Production, McMahan Tells Detroit Adcraft

DETROIT, Oct. 30—Within the next five years, the use of tv tape will so revolutionize television advertising that agencies must reorganize, retrain and regroup to handle it, according to tv consultant Harry Wayne McMahan.

"Tape has given a new flexibility to marketing," he told the Detroit Adcraft Club today. "Competition now will move faster than ever in the way it uses tv.

"When that crisis comes and strategy must be changed, you can write your commercial in the morning, tape it in the afternoon and have it on 200 tv stations across the country *tonight*."

"Think what this means," Mr. McMahan said. "Now, for the first time, television has suddenly become faster than even the daily newspapers in getting the advertising message to market."

He also said that networks will be the prime suppliers of tape commercials. He predicted that the commercial production emphasis will continue to move away from Hollywood toward New York, because as a result of tv tape's instant playback, "production now has good reason to be close to the decision makers."

Tv tape will also aid creativity, Mr. McMahan indicated. "Good creative men, good producers, will be able to do more successful work than ever before. Tape is fast. You finish the job today, you see the result, you wrap it up. Tomorrow is a fresh start. Now this is an important factor for creative manpower. It eliminates the overlapping, endless delays of film that waste time and dull the keen edge of creativity.

"I think tv tape is just the key to accelerate the quest for better tv commercials," he added. "Because it is going to make us re-assess our organizations, re-evaluate our manpower and look searchingly into the whole process of how and why we produce our commercials and what we have to do to make them more creative, more effective advertising messages." #

Plymouth Starts Magazine to Be Distributed by Dealers

Plymouth has started a magazine, the Plymouth Traveler, to be issued monthly and to be distributed through Plymouth dealers. The first issue, just out, is November, 1959. The magazine will be a 24-page presentation of travel-personality stories by well-known personalities and photographers. General manager is W. W. Richards. Subscriptions are being handled by dealers. Circulation and editorial offices are at 1800 W. Fullerton Ave., Chicago. Plymouth said it expects circulation to exceed 1,000,000 by Jan. 1, 1960.

'Backstage Madison Ave.' Bows on Miami TV Station

"Backstage Madison Ave.," a series of half-hour tv programs designed to explain advertising to the layman, has been launched on WTHS-TV, Miami educational station. The weekly program, 6 p.m., Thursday, is moderated by Frank M. Dunbaugh, associate professor of marketing, University of Miami, and author of a new book, "Marketing in Latin America."

The Advertising Club of Greater Miami is cooperating in the program, which features advertising experts from agencies and advertisers.

McIntyre Names Two VPs

O. E. McIntyre Inc., New York, mail marketing agency, has elected two vps. James V. Lyons, production manager, has been named vp in charge of production, and Derry F. Daly, of the New York sales office, has been named vp and creative director.

W. Palmer Hayhurst

Hayhurst Elected CAAA President

Canada Agency Group Also Names McRobie, Reid, Reynolds Officers

TORONTO, Oct. 27—W. Palmer Hayhurst, president of F. H. Hayhurst Co. Ltd., is the new president of the Canadian Assn. of Advertising Agencies. He succeeds D. E. (Doc) Longmore, president of McKim Advertising Ltd., who remains a director of the association.

The election took place last weekend at the 36th annual general meeting of the CAAA, which was held at the Chantecler, Ste. Adele, Que.

The new president of the CAAA was born at Galt, Ont., and attended the University of Toronto Schools (UTS) and the University of Toronto. After serving with the Toronto Scottish regiment in World War II, he returned to the F. H. Hayhurst Co. Ltd., a Toronto agency founded by his father in 1928. He has been president of the agency since 1940. Hayhurst has offices in Toronto, Montreal, Vancouver and Calgary.

- Other officers elected:

W. H. Reid, president, Spitzer & Mills Ltd., and D. R. McRobie, president, Cockfield, Brown & Co. Ltd., vps; Warren Reynolds, president, E. W. Reynolds Ltd., secretary-treasurer.

Directors: K. G. Anderson, president, Walsh Advertising Co. Ltd.; R. C. Baker, president, Baker Advertising Agency Ltd.; W. B. Dennis, vp, Vickers & Benson Ltd.; W. H. Erskine, vp and managing director, J. Walter Thompson Co. Ltd.; Harry E. Foster, president, Foster Advertising Ltd.; J. E. McConnell, president, McConnell, Eastman & Co. Ltd.; J. D. McNie, president, Russell T. Kelley Co. Ltd.; Einar V. Rechnitzer, president, MacLaren Advertising Co. Ltd.; and F. deB. Walker, president, Ronalds Advertising Agency Ltd.

- CAA's 48 member agencies place about 92% of national advertising expenditures in Canada. #

Wissler to Peters, Griffin

Rudy B. Wissler, formerly a sales executive at KNXT, Los Angeles, has been named a tv account executive of Peters, Griffin, Woodward, New York, radio-tv station representative. KPOP, Los Angeles, formerly handled by Broadcast Time Sales, has named Peters, Griffin its national representative.

Pike to Powell, Schoenbrod

Powell, Schoenbrod & Hall, Chicago, has named Merriom B. (Mim) Pike director of the publicity department. Until recently she was advertising and publicity director of Lanolin Plus, and has also been with the Lady Esther division of Chemway Corp. and McCann-Erickson, New York.

twice

Twice-a-month issues are twice as readable for the busy restaurateur

The restaurateurs we talk to all tell us they don't have enough reading time.

They don't even attempt to read most of the publications they get. Sometimes (and this hurts) they don't get around to reading *our* magazine. No reflection on us, they say. They gladly pay the subscription. They like the book and have been using the material in it for years . . . but they are chronically running short on time.

The trouble is that our book looks thick to them. We have added more and more features till we are at the point of diminishing returns.

That is why we are going semi-monthly in 1960. This way we can still give them all the features they want . . . but in smaller doses, so we are sure they can read it. They are vitally interested in the day-to-day happenings in the industry so we are stepping up our news coverage and reporting to them twice as often.

Under this new set-up we offer (1) An excellent audience (our 36,000 readers buy for 59,000 restaurants), (2) A magazine that is twice as readable for busy restaurateurs, (3) Greater visibility for your advertising.

Also beginning in 1960 we offer regional advertising rates to give you greater flexibility in your regional marketing programs.

AMERICAN RESTAURANT

the News Magazine for Restaurant Executives

Patterson Publishing Co. • 5 S. Wabash Ave. • Chicago 3, Ill.

OctoBER was hotter'N the DeviL

October was the hottest Halloween month (or any month, for that matter) ever recorded by The Saturday Evening Post. Advertisers poured a blazing $14,185,000 into the 5 issues—good for 383 ad pages. That's a scorching gain of $3,361,000 and 45 pages over the like 5 issues of last year. The Post's the hot one with advertisers...and 68 newcomers added to the October heat wave. By the hinges of Hades, that's vitality!

A CURTIS MAGAZINE

The Saturday Evening **POST**

Sell the Post-Influentials ...with HI-FREQUENCY Ad Page Exposure!

Bowles Hits TV as 'Tranquilizer,' Urges Self-Probe

Congressman Asks Industry to Scan Its Services, Nation's Needs

NEW YORK, Oct. 29—One of the country's most famous ex-agency men, who is now a congressman, had some scathing criticism for the radio and tv industry here this week.

In a speech before the Radio & Television Executives Society, Congressman Chester Bowles (D., Conn.) charged that the U.S. communications system has deteriorated "into part entertainment industry and part national tranquilizer." He said the responsibility for allowing this promising instrument to drift into a "pandering to mediocrity" rests with advertisers, legislators, educators, and the public itself—as well as with the leaders of radio and tv.

■ "To entertain is only one of the industry's responsibilities. And the one-sided catering to an entertainment-hungry public leads to such grotesque perversions of public enlightenment as we see in the quiz show hoaxes," Congressman Bowles asserted. He challenged the industry to do its share to help prepare the American people for the worldwide competition between the U.S. and the communist systems. He added:

"Many of you will say that this is simply not your job. You will assert that you are paid to give the people what the people want. Communications is a business designed to make a profit, and as in any other business, the customer gets what he asks for.

■ "Radio and tv, so the argument runs, are designed not to strengthen the quality of our society but simply to reflect whatever characteristics may already be found there. When the quality of our society improves, the communications in industry will be glad to mirror that improvement. Beyond this, the industry denies responsibility.

"Some industry representatives go even further and attempt to deny others the right even to try to make a profit out of higher standards through subscription tv and radio which seek to provide an alternative to their own mass mirror view of communications."

Congressman Bowles noted sadly how far broadcasting has strayed from the goal set down in 1924 by former President Herbert Hoover when he was Secretary of Commerce:

"Radio communication is not to be considered merely a business carried on for private gain, for private advertising or for entertainment of the curious. It is a public concern impressed with the public trust, to be considered primarily from the standpoint of public interest to the same extent and upon the basis of the same general principles as our other public utilities."

■ Congressman Bowles commented, "Yet how far we have moved from the high expectations of those early years! How thoroughly we have twisted that term public interest and how close we have come to obsession alone with private gain, private advertising and entertainment—all done, to be sure, in the much abused name of the public.

"The public interest, for instance, is presumably served today by slavish devotion to the ratings system. But what are the effects of such a system, as filtered through the dollar-and-cent judgments of the advertising agencies?

"One effect is clearly the avoidance of the controversial, the experimental, and above all, the intellectual. Another is pressure towards conformity in public tastes, towards sameness in programming.

■ "The ratings system produces a vicious circle of pressures which I believe keep our communications several steps behind the actual public while deepening further the current rut in which tastes happen to be moving. If cowboy programs are going over well, let us have more cowboy programs; if quiz shows, then more quiz shows; if violence, then more violence; if sex, then more sex. The public interest has become equated, in short, with the current public whim."

Congressman Bowles offered several specific suggestions for improving radio and tv. Among them:

• Create a commission "to appraise our entire communications structure with particular reference to radio and television. Its membership should include members from the industry, from advertising, from education, from the arts and from government. Its task should be to examine the present functioning of our communication system in terms of our future national needs in education, information and public understanding as well as entertainment." He called on broadcasters to take the lead in setting up a commission along the lines of the British royal commissions.

• Dissociate the advertiser from the program on radio and tv. "Advertisers would merely buy chunks of radio or tv time much as they buy chunks of space in newspapers. Their responsibility for what came between those spot periods would be nil—and if necessary, specifically disclaimed." #

Hatton Shapiro Shryock Rimmer Farrell Gamble Ewen

ABC OFFICERS—*The new officers of Audit Bureau of Circulations for 1959-60 include William R. Farrell, Monsanto Chemical Co., board chairman; William H. Ewen, Borden Co., E. R. Hatton, Detroit Free Press, and H. H. Rimmer, Canadian General Electric Co., vice-chairmen; S. O. Shapiro, Cowles Magazines Inc., secretary, and E. Ross Gamble, Leo Burnett Co., treasurer. With the officers, who were elected at the 45th annual meeting in Chicago, is James N. Shryock, president of ABC.*

Card Rate 'Too Often' Ignored, Neal Tells NAB

(Continued from Page 1)

"time-buying becomes unnecessarily difficult. There are, without question, times when business has been lost by radio because of unstable conditions in so many markets."

■ "Some media accuse agencies of being very adept in rate discussions, but of course we never know how well we do," he went on, commenting that "agencies should spend their time in creative work" and "I can't imagine anything less creative than trying to buy a spot below the published price."

Mr. Neal pointed out that last year, for the first time since the depression years, total advertising in the U.S. failed to show an increase, although the drop was less than 1%. Meantime, he noted, broadcast advertising increased its percentage, and raised its total by more than $50,000,000.

■ An example of a stable rate structure was cited by Ben B. Sanders, KICD, Spencer, Ia. Mr. Sanders' station grosses $234,227, of which $13,359 comes from regional and $12,382 from national sources. KICD has one rate—the local rate, to which 15% is added for agencies.

Mr. Sanders had some crisp advice: "Don't cut your rates! Set your rates where they should be and then live with them."

■ In other sessions, the broadcasters heard Harold E. Fellows, NAB president, warn against acceptance of liquor advertising. He raised the specter of a distiller now attempting to obtain broadcast time, and said that while the distiller is now limiting his efforts to institutional advertising, institutional advertising could easily be the forerunner of hard-selling product advertising.

Broadcasters are watching the spread of community tv antenna operations with concern. And the status of a court case in Boise, Ida., where three Salt Lake City stations are suing a community antenna operator to establish property rights in their air signals, is of primary interest.

The broadcasters winced visibly when Dwight W. Mertin, WAFB-TV, Baton Rouge, reported that—if community television antenna operators could organize fully—25 television stations might be able to serve all the U.S. #

Nielsen Offers Instant Ratings in N. Y.: Sets More Local Service

(Continued from Page 2)

New York and Chicago in 1946 and offered to make it available in 40 markets, but the service was dropped because of lack of subscriber support. The new system demonstrated this week to advertisers and agencies grew out of this early experimentation. A partial sample for instantaneous tv ratings is installed in Chicago, but Nielsen has no plans at the moment to provide service there.

■ The blueprint for Nielsen's expansion of the local rating service calls for approximately 150 markets to be covered by the spring of 1960. In the spring of 1959, 50 markets were covered; this will have been increased to 108 major areas by Nov. 1.

These local reports are based on diaries (Audilogs, as they are called by Nielsen) and diaries checked by recorder meters in some cities. The frequency ranges from 12 a year in six markets to two or three a year in 111 markets. The reports incorporate findings of four to eight weeks' interviewing.

The spring expansion will put Nielsen into the local tv measurement competition in all multi-station tv markets. #

ALBERT M. ANDERSEN

CHICAGO, Oct. 28—Albert M. Andersen, 61, exec vp of Reuben H. Donnelley Corp., died today in St. Luke's-Presbyterian Hospital after an extended illness.

Born in Nevada, Ia., Mr. Andersen started his business career as a list salesman with M&F Mailing System Co., of Nevada, while attending Carthage College. He continued with the company until 1922 when it was sold to Donnelley.

After serving as a branch manager and account executive, Mr. Andersen was named sales manager of Donnelley's direct mail division in 1936. In 1950, he was elected vp of the direct mail division, and in '52 he was made exec vp.

■ Mr. Andersen was a director of the Mail Advertising Club of Chicago and the Associated Third Class Mail Users. He was a member of Premium Advertising Assn. of America, Direct Mail Advertising Assn., National Council of Business Mail, Business Mail Foundation and Chicago Federated Ad Club.

He also was a member of the committee on third class mail, and on the advisory council on postal affairs of the Senate post office and civil service commission. #

Hagel Named P. F. Collier President: Blossom Is C-C Head

Raymond C. Hagel last week resigned as president of Smith, Hagel & Knudson to join P. F. Collier & Son, New York, as president and member of the board. P. F. Collier, publisher of reference books and a subsidiary of Crowell-Collier Publishing Co., is planning to enter "other publishing fields." ADVERTISING AGE last week said Mr. Hagel would join Crowell-Collier as president. This is incorrect.

Sumner Blossom is president of Crowell-Collier Publishing Co., a post he has held since mid-1957. Longtime editor of the deceased *American Magazine*, he has been with the company 31 years.

Nets Sign for New ARB Service, May Drop Nielsen

(Continued from Page 2)

from diaries.

■ ABC, CBS and NBC have signed two-year contracts for the new service. Some time ago all the networks gave Nielsen the required year's notice on the cancellation of that company's network tv service. Their complaint: They were being asked to pay more for a service that would include less detail with the discontinuance of the program-station basis ratings.

The networks have as many contract arguments with Nielsen as John L. Lewis in his heydey used to have with the coal industry; and they threaten to drop Nielsen as often as Mr. Lewis called his men out of the mines. But in the past the networks have always renewed after the give-and-take negotiations.

■ Are the networks serious this time or do they propose to help support two electronic services? This is how the network research bosses answered that question:

"If Nielsen doesn't make some changes, I'm finished," Julius Barnathan, ABC-TV vp, told AA. He said escalator clauses in the contract had increased the price of the Nielsen service 20% since the last agreement was signed in February, 1959; now, he continued, Nielsen is asking for another 8% increase despite a cutback on the service. Mr. Barnathan said ARB's price is lower and that, if delivered as promised, its reports will be much faster.

"This is a different situation now," Jay Eliasberg, research director of CBS-TV, said. "In the past there was no alternative for the networks." He said he renewed with reluctance the last time the contract came up, and that he saw no reason for changing his mind about the cancellation "unless Nielsen gives us some reason to reconsider."

■ Pointing out that NBC has subscribed to the new Arbitron service, Dr. Thomas E. Coffin, research director of NBC, said NBC had no intention of buying two electronic measurement services for network tv.

ARB's Arbitron instantaneous ratings, with overnight reports available, are now offered locally in New York and on a seven-city multi-market basis in competition with the overnight Trendexes.

Among the new ARB reports to be offered:

1. National Arbitron ratings, available weekly and published the week following the measured week. For national ratings, this will replace the diary ratings service, though diaries will be kept for other national data. Fuller reports, with more "exhaustive statistical analysis of the data," will be published at less frequent intervals.

2. Morning-after ratings, available daily, covering a daily compiled 30-city Arbitron sample. These will be instantaneous ratings.

The full service—including the Arbitron nationals delivered on a weekly basis and the overnight 30-city ratings—will cost the three networks from $40,000 to $50,000 a month. #

Breen Resigns as McCann VP

William J. Breen has resigned as vp and manager of the account service division of McCann-Erickson, New York. With McCann for eight years, Mr. Breen said he will announce his plans later—"and I'm in no hurry," he added. In the past, Mr. Breen worked for Sherman & Marquette, Young & Rubicam and N. W. Ayer & Son.

Westerners who live with Sunset

Mr. and Mrs. Lowell Dillingham of Hawaii inspect beautiful Ala Moana Center prior to its formal opening this Fall.

THE WORLD IS HIS WORKSHOP

. . . but *their* love is Hawaii

Lowell Dillingham of Hawaii (he's fourth generation in the Islands) is a world commuter. In the family business enterprises with his father and brother, he may travel to a dredging job on the Suez Canal, a dock-building at Kuwait, a land development project on Lake Tahoe. He logs more than 100,000 miles each year, but jealously saves the time between trips for his home and interests in the 50th State.

His latest and fondest project is strictly for Hawaii: the beautiful new $28 million Ala Moana Center. This vast shopping center was built on one-time swamp land, filled-in with dredge material — mostly coral — from Hawaii's shores. A solid contribution to the Island economy.

Like most Sunset readers (which they have been for more than 20 years), Mr. and Mrs. Dillingham are do-it-yourself people. He took a major hand in planning the landscaping at Ala Moana; one of the largest landscaping projects ever undertaken in the Islands. And when he has "time off", he likes to experiment with dwarf citrus plants at his Honolulu home.

Nor is gardening the only interest which brings the Dillinghams and Sunset together. Mr. and Mrs. Dillingham use Sunset Magazine and Sunset Books as their frequent guides to cookery, interior decor, and in planning the new home which they will build on Mount Tantalus, with a sweeping view of the city of Honolulu.

Their enthusiasm for Sunset is shared by thousands in Hawaii; for Sunset devotes major editorial service to families living in the Islands, supplying ideas they can use, month in, month out. This directed editorial policy has made Sunset the most popular travel and home service magazine circulated in Hawaii—just as it is in the Mainland Western States.

For Hawaii, as for all the West, Sunset is the magazine of *influence*. It appeals to people who specialize in gracious living, and who have the means to make it so. Its zone editions appeal to local interests, its flavor appeals to all the West and Hawaii. It is the direct pipeline to Western and Hawaiian markets.

Mr. and Mrs. Dillingham and daughter Heather enjoy a family week-end at their Puuwaawaa Ranch, Island of Hawaii. Their elder daughter is married.

THE MAGAZINE OF WESTERN LIVING **Sunset**

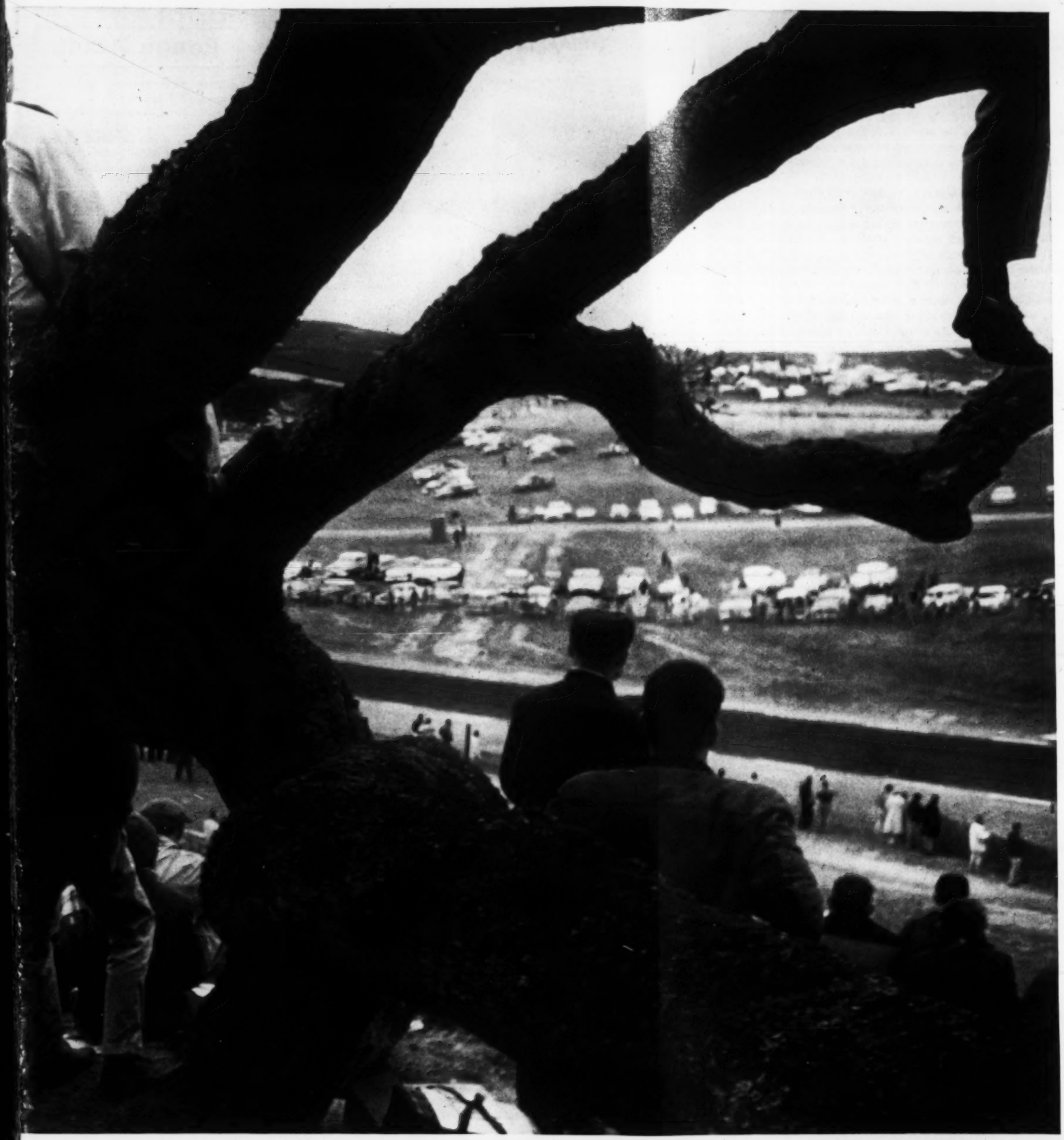
LANE PUBLISHING CO., MENLO PARK, CALIFORNIA

SCCA ROAD RACE AT LAGUNA SECA

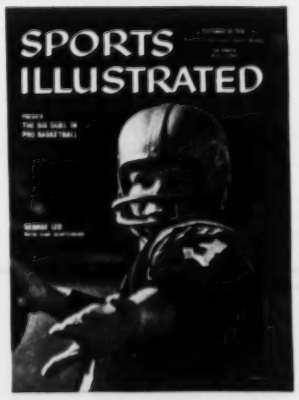
SPORT BRINGS OUT THE BEST IN PEOPLE

and Sports Illustrated brings out the best of people

. . . 900,000 families of them every week (the kind who love to watch a sports car race —and the kind in the Jags and Corvettes they watch). These 900,000 families make up the fastest growing quality market in America — the families for whom sport



is an essential of family well-being, a way to recharge their spirits for the demands of successful living today... In five years, the number of U.S. families with $10,000 incomes and over has doubled. SPORTS ILLUSTRATED's circulation has also doubled, from 450,000 to 900,000. And the SI median family income figure remains virtually the same—still highest of any U.S. weekly read by the whole family... The trend in U.S. life is toward the active life—of pitching in, looking at and knowing about sports. You'll find the leaders of this life are the readers of SPORTS ILLUSTRATED.



THE FIRST MARKET TO BUY

The Editorial Viewpoint . . .

Does ABC Need Bolstering?

If it is true, as outgoing chairman of the board Walter P. Lantz told the annual meeting last week, that the Audit Bureau of Circulations shows a decline in membership in every classification except weekly newspapers, then this is cause for alarm throughout the advertising business.

Despite its flaws—and it has many of them—the Audit Bureau still represents one of the most remarkable examples of enlightened business cooperation of this or any other period. Over its long history it has been an extraordinary example of buyers and sellers cooperating effectively for their mutual benefit, performing a needed job of certifying to the paid circulation of printed advertising media. The whole advertising business could lose substantially if this pioneer effort in buyer-seller cooperation were to be weakened.

Loss of ABC membership in some categories can, of course, be laid to the fact that there are fewer daily newspapers, fewer farm publications and fewer magazines than there once were. But losses in the advertiser and agency category cannot be explained in this way, nor in the business paper classification, where there has been no reduction in units. These latter losses—and particularly lack of ability to attract more advertiser and agency members—must be laid to other causes, including lack of interest.

Advertisers and agencies pay modest dues in ABC, the general financial burden being borne by the publications which are audited. But by the ABC's constitution, advertisers and agencies have controlling representation on the board of directors. The organization was deliberately and wisely set up to place control in the hands of buyers.

Many observers believe that the ABC has not been as alert as it might be to keep abreast of new and varied needs of the advertising field, and that, as a result, it is suffering from a gradual loss of prestige which has extended over a considerable period of time. In recent years it has been doing a considerable amount of internal soul-searching, and has made a considerable number of changes in operation, but many people still believe that it has a tendency to move too slowly and cautiously to keep abreast of current needs.

If this is the case, and if more forceful action is required, it is clearly up to advertisers and agencies to foster such action and to make certain that it is carried through. All ABC board members have a responsibility to the advertising business as a whole which cannot and should not be taken lightly, and this is especially true of advertiser and agency members. Many of these have done magnificent service for the cause, but it is doubtful if they have always exercised the effective control over ABC actions which their constitutional position in ABC requires.

It's a Bit Confusing

Barry McCarthy, vp of BBDO, told a meeting of media planners in New York the other day, among other things, that they've got to learn the client's language, and one good way to start is to practice "dollar diplomacy."

"I mean," he explained, "that when we make a $6,000,000 presentation to a client we ought to recognize that we're talking about six million profit dollars—we should not talk as though we were discussing marbles. When you talk money to people who have to figure out a way of making it and you are going to spend it for them, reflect an understanding of how much goes into earning that kind of dough."

Your first inclination on reading this was probably much like ours. No one has to remind *us* to speak respectfully—indeed awesomely—of six million dollars, and what kind of hogwash is Mr. McCarthy handing out? Where does he find these characters who think this kind of advertising appropriation is marbles?

And then we realized that Mr. McCarthy isn't off the beam at all—that there are a good many people in advertising who do tend to think of advertising dollars as some kind of marbles spilled out of an inexhaustible bag by advertisers who could willingly make many more marbles available if they were only willing to do so.

Maybe it wouldn't be a bad idea, after all, to start all discussions of ad appropriations with a statement like this: "Now, gentlemen, to get the money to invest $1,000,000 in this advertising campaign, with an average profit of 10% before taxes, we have to sell $10,000,000 worth of these gadgets just to get our money back . . . "

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 1709 W. 8th St., Los Angeles 17 (HU 3-0561); 703 Market St., San Francisco 3 (DO 2-4994); 520 S. W. Sixth Ave., Portland 4, Ore. (CA 6-2561); 99 W. Bethune, Detroit 2 (TR 2-7211).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Gladys the beautiful receptionist

—F. R. Sitter, Denham & Co., Detroit

"That vp in charge of new business says he heard the Jell-O account is shaky."

Not an Editorial Problem

Again recently, in his column in the Feature Section, Andy Armstrong raised the question of the basic compatibility of advertising and editorial material appearing in a magazine. He wondered about advertisers forced to share a page, or a spread, with "frightening editorial material."

He raises the question of whether it is "fair or unfair for an advertiser to be completely at the mercy of the magazine's makeup man," and cites an example of a happy Dial soap ad placed opposite a photo showing "a sickening story of roasted human flesh."

"Is an advertiser entitled to any beef at all, if he thinks he is handicapped needlessly by the editing?" Andy asks. "Or should he just shut up and smile, like a baby with colic?"

Of course the advertiser is entitled to a beef, and he can expect to get sympathetic understanding from the makeup man. But in our opinion that's all he should get—the right to register a beef and to get sympathy.

Everyone recognizes his problem, but this is one of the things the advertiser has to live with. Otherwise there is nothing but grief and confusion all around. An advertiser buys the space he occupies—and he thinks it is a good buy because what the editor puts into the space occupied by editorial material attracts and holds the attention of readers. If the advertiser doesn't like what the editor puts into editorial space, he is always entitled to take his advertising elsewhere.

Rough Proofs

Many executives of big companies, says E. B. Weiss, hide from complaints of the public behind an iron curtain.

But they come out often enough to okay the form letters used in answering the complaints.

•

Difference of opinion, which resulted in four executives of an advertising agency leaving their old boss and starting a new shop, evidently makes something besides horse races.

•

Much of today's advertising, avers Alfred Politz, is written to please the advertiser instead of the customer.

Unfortunately, the customer can't see it until the boss okays it.

•

Travel agents meeting in Havana tried hard to boost Cuba's tourist business, but they weren't helped very much by Fidel Castro's anti-U. S. tirades at exactly the same time.

•

"Previous alcoholic beverage experience not necessary," says a liquor house looking for a promotion manager.

Experience at the consumer level doesn't count.

•

"Holidays are pickle days," suggests the National Pickle Packers Assn. in a sentimental line that could almost be set to music.

•

Maybe that stirring publicity about the beauty and roominess of the new DC-8 jet airliners now going into service should include a few reassuring words about the landing gear.

•

Comics who have depended upon canned laughter to cue the great unseen audience are going to miss the support of that reliable morale builder, seems as though.

•

The sudden settlement of the Mogul-Lewin dispute with all its uncomplimentary remarks had a close parallel in the way Frank Lane fired and then rehired Joe Gordon as manager of the Cleveland Indians.

•

Earl Kintner, FCC chairman, is all in favor of do-it-yourself for business—either you clean house yourself or the government will do it for you.

•

Promoting *Forbes, Business Week* and *Fortune* to reach "the vital million" in the business management field, *Forbes* modestly suggests that you look at all three.

•

"Sweet Success," a new tv serial, is described as providing "the ideal warm, friendly, non-violent frame" for commercial messages.

There must be some sponsors who don't insist on westerns or private-eye shows.

COPY CUB.

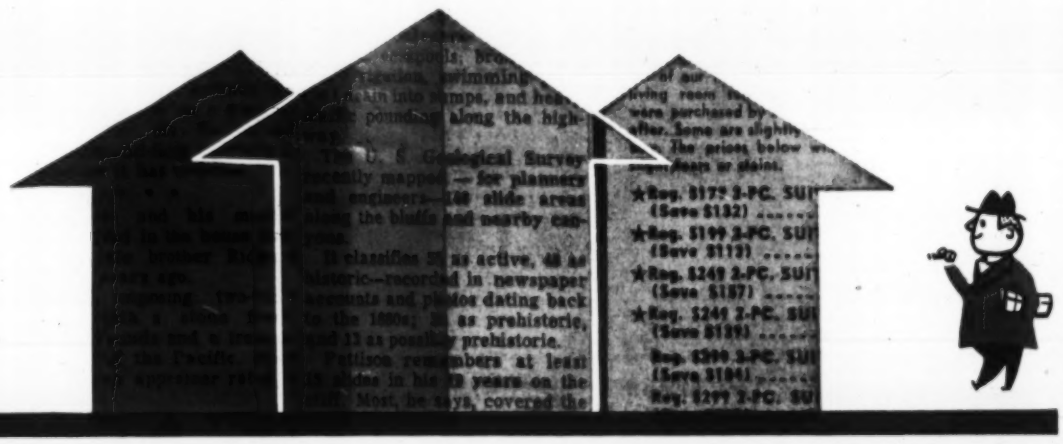
The Inquirer Gives You 30% More Readers in the Suburbs . . . where most of the buying is done

Sindlinger shows: Throughout Delaware Valley as a whole, two major newspapers are about equal in daily readership . . .*

READERSHIP · DELAWARE VALLEY, U.S.A.

DAILY INQUIRER	DAILY BULLETIN
Total Readers: **1,406,000**	Total Readers: **1,410,000**
Exclusive Readers **922,000**	Exclusive Readers **926,000**
(18 years or older)	(18 years or older)

duplicated readers 484,000



But look at the advantage the Daily Inquirer gives you in Suburban Delaware Valley — where 58% of the retail sales are made:

READERSHIP · SUBURBAN DELAWARE VALLEY, U.S.A.

DAILY INQUIRER	DAILY BULLETIN
Total Suburban Readers: **706,000**	Total Suburban Readers: **542,000**
Exclusive Suburban Readers **593,000**	Exclusive Suburban Readers **429,000**
(18 years or older)	(18 years or older)

duplicated readers 113,000

The Philadelphia Inquirer

Good Mornings begin with The INQUIRER for 1,406,000 adult daily readers

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
ROBERT T. DEVLIN, JR.	EDWARD J. LYNCH	RICHARD I. KRUG	FITZPATRICK ASSOCIATES	FITZPATRICK ASSOCIATES
342 Madison Ave.	20 N. Wacker Drive	Penobscot Bldg.	155 Montgomery St.	3460 Wilshire Boulevard
Murray Hill 2-5838	Andover 3-6270	Woodward 5-7260	Garfield 1-7946	Dunkirk 5-3557

*Sindlinger & Co., market-research specialists, interview over 1,000 persons a day throughout the nation, in a *continuing* survey. The information presented here is current. It's based on Sindlinger's latest tabulations of 20,701 completed interviews, revealing: "Who read what *yesterday* in Delaware Valley, U.S.A.?"

your best customers are

SOCIAL SNOBS

Wage Earners prefer
in every category. . .keep

"Most of our friends are decent, hardworking people who don't put on airs... not those ritzy people who trot around to clubs and think they're better than anyone else."
Mrs. W. F. B.

(from a Social Research, Inc. study)

"good, plain things" your brand known!

Mrs. B. is outspoken in her preference for the Wage-Town way of life. She, and millions like her who read TRUE STORY WOMEN'S GROUP, make it crystal clear that "white collar" living, as they see it, holds little interest for "our kind" of people.

What does interest Mrs. B. and what she so earnestly seeks is what Social Research, Inc.'s findings describe as "the plain, ordinary, comfortable way of life that signalizes mass market respectability." That goes not only for friends, but for foods, appliances, houses, cars and whatever. And since Mrs. B.'s is a typical Wage Earner family, with more discretionary spending power at its disposal, her preferences and her purchases can have an important influence on product sales.

THEY'RE A UNIQUE MARKET

As they dismiss "white collar" living, Mrs. B. and the other TRUE STORY WOMEN'S GROUP readers largely reject "white collar" magazines. These publications simply do not reflect their needs and aspirations to any appreciable degree or in any truly sympathetic context.
To illustrate:

76% of TRUE STORY WOMEN'S GROUP readers never see any of the major Women's Service magazines*

70% of TRUE STORY WOMEN'S GROUP readers never see any of the major Weeklies or Bi-weeklies*

Success speaks for itself. The list of top-flight advertisers who are finding the TRUE STORY WOMEN'S GROUP audience a dynamic and profitable market continues to swell. If you're not already among them... shouldn't you be?

* *Source: Social Research, Inc.; Kemp Audience Report*

True Story
WOMEN'S GROUP
40 years of serving Wage-Town America

TRUE STORY
TRUE ROMANCE
TRUE EXPERIENCE
TRUE LOVE
TV RADIO MIRROR
PHOTOPLAY

Meet an IRE award winner for 1959.

IRE REMEMBERS THE MAN

for his

Early Success

Franklin H. Blecher, with less than thirty years behind him, is this year's Browder J. Thompson Memorial Prize Award winner for his paper entitled "Design Principles for Single Loop Transistor Feedback Amplifiers," which appeared in the September 1957 issue of IRE TRANSACTIONS ON CIRCUIT THEORY. A hearty pat on the back to Mr. Blecher—of Bell Telephone Laboratories—for the IRE paper combining the best technical contribution and presentation written by a man under thirty.

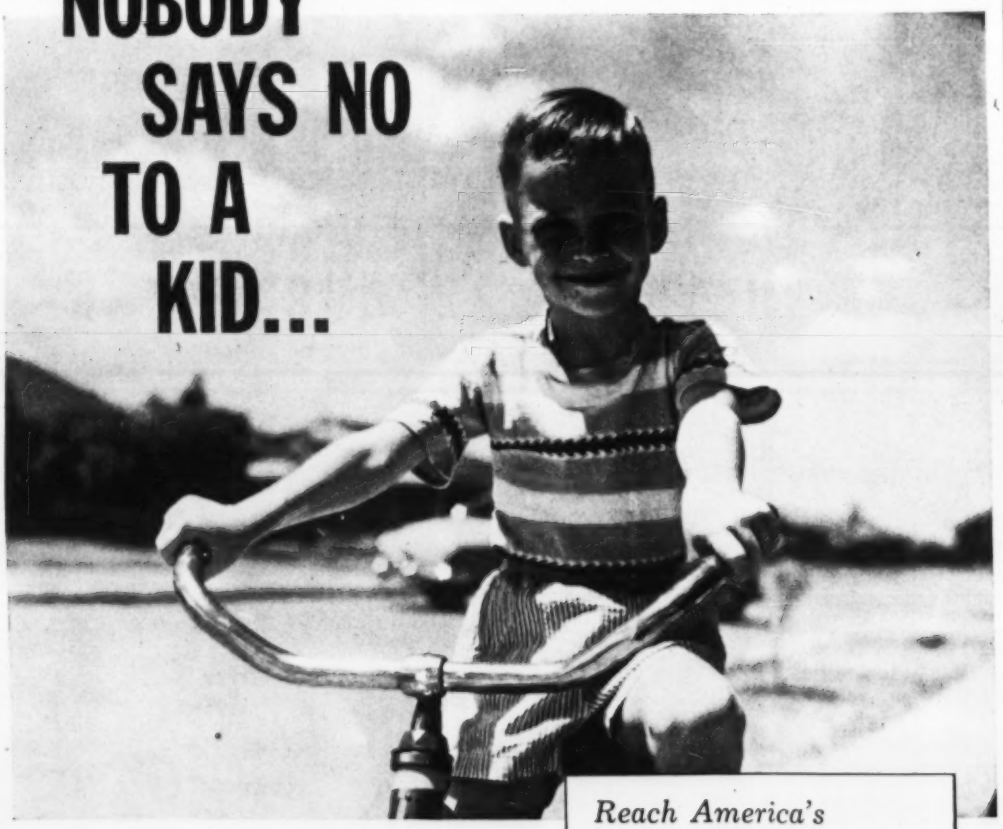
And behind the cold statistics of the 61,957 circulation Proceedings now enjoys, are 54,557 **professionally qualified men** plus 12,812 student members in 156 Engineering Colleges, now awaiting your message in their own journal. If you buy space in the radio-electronics field, you should meet them.

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE
The Institute of Radio Engineers

Adv. Dept. 72 West 45th Street, New York 36, New York • MUrray Hill 2-6606
Boston • Chicago • Minneapolis • San Francisco • Los Angeles

NOBODY SAYS NO TO A KID...



"Will you buy it, Dad . . . *please?*"

Whatever "it" is, you may be sure of one thing: Dad *will* buy it. Dads, and mothers, too, buy whatever their children want or need.

No question about it. Children make big markets bigger. And all yardsticks prove that Catholic families have more children than anybody!

For example, the 1,722,518 Catholic families who read the Our Sunday Visitor or The Register add new babies to their families at a rate nearly 50% greater than the national average!

The Our Sunday Visitor-Register Unit is the *sure*, low-cost way to reach this remarkably responsive audience with your selling message. You'll reach readers who have extraordinary faith in these national Catholic weeklies.

Test and see how that faith will make your advertising really pay off—BIG!

Reach America's Biggest Families . . .

THE FIRST

of the

BIG SPENDERS!

Get This **FREE** *Book!*

"The First of the Big Spenders" is packed with facts about the size, age levels, incomes and other significant data on the huge Catholic family market in America. Write for your copy today. No obligation, of course.

OUR SUNDAY VISITOR - REGISTER UNIT

21.8% COVERAGE OF THE ENTIRE U. S. CATHOLIC MARKET

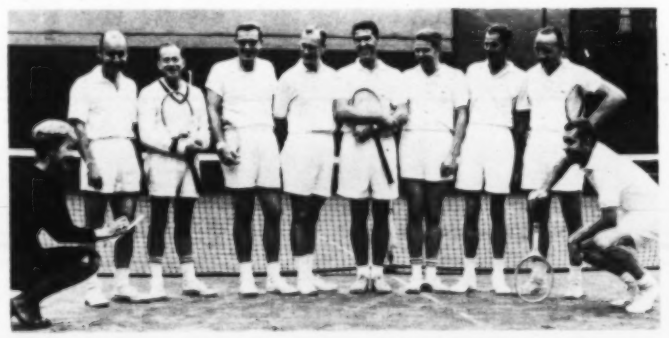
Represented nationally by
C. D. BERTOLET & COMPANY, INC.
CHICAGO-30 N. Dearborn St. CEntral 6-9481 • NEW YORK-16 E. 39th St., Room 519/Lexington 2-8188

Getting Personal

Signs of the times? This year admen are writing books—not about Madison Ave.—but on psychiatry. In Chicago, **John Wallace,** copy group head at McCann-Erickson, and ex-copywriter **Jory Graham,** now a free lance writer, have collaborated on a cartoon book, "I'm driving my analyst CRAZY," published by Citadel. They got the idea when they were both copywriters at Needham, Louis & Brorby . . . Another cartoon book, "Fractured Freud," will be published Nov. 2 (Prentice-Hall), illustrated by **Mike Matera,** art director at Grant Advertising and written by **Jack Tyl Denney,** free lance tv commercial writer . . . **Bill Brown,** BBDO supervisor for "Armstrong Circle Theater," is the author of yet another cartoon collection: "Girl in the Freudian Slip," due in November. Other Brown books: "Beat, Beat, Beat," published last March, and "Dear Folks," a collection of letters from children with illustrations by Bill, to be published next March —all three under the Signet label. A fourth cartoon book, "The Abominable Showmen," a tv treatise, is on Putnam's February list . . .

Bill and **Nancy Jackson,** former creative supervisor at N. W. Ayer and copywriter at J. Walter Thompson respectively, have just returned to New York after a year-long tour of Europe and America . . . First American to win the Lord Camrose Cup sponsored by England's Newspaper & Advertisers Golfing Society, is **Bob Garey,** *Life's* international European ad director in London. His net score of 71 also won him 25 quid (after taxes) . . .

Robert S. Feeley, sales counselor and former ad manager of Avon Products, was the organizer of the mid-October reunion of the 311th infantry, Company F, New Jersey's 78th Lightning division (World War I). It was the infantry's 38th reunion—and the 38th time that Sergeant Feeley has organized it . . . The Rumson, N. J., home of **Phyllis Condon,** D'Arcy copywriter, and husband **Eddie Condon,** jazzman-restaurateur, will be featured in a redecorating picture story in the December issue of *Living for Young Homemakers* . . .



Fagaros Lockhard Sloan Curtis Vitt Sullivan Quinn Lawder Burt Talbert

WHO'S GOT THE BEST KNEES?—*The occasion here is a knee-judging contest, the official beginning of the first annual tennis invitational between Sports Illustrated and Doherty, Clifford, Steers & Shenfield. SI won both the knee and tennis competitions so DCS&S was awarded the trophy according to a "loser takes all" ruling. The players: Swift Lockhard, Bob Sullivan, Wally Lawder and Dave Burt of SI; Chuck Sloan, Bob Curtis, Sam Vitt, and Don Quinn of DCS&S. The judges: tennis champs, Karol Fagaros and Billy Talbert.*

George Lamberson, space salesman at *Look* and father of five, has a new use for an American Motors preview badge given him recently. The badge—which reads "Champion of Basic Excellence"—is awarded daily to the best-behaved of his brood who gets to wear it for the next 24 hours . . . Also at *Look,* **James (Monty) Montgomery,** a consultant in advertising sales, has retired to live in Florida. A veteran of 50 years in the publishing business, he was on the Crowell-Collier sales staff for many years. As a send-off he received a gift check plus 150 "friendship" letters from his many business friends . . . **Edward MacDonald,** *Look's* director of advertising planning, is one of four U. S. marketing experts who left Oct. 23 to conduct a month-long marketing course for business executives in Israel. It's a joint project of the Council for International Progress in Management and the U. S.'s International Cooperation Administration . . .

News from abroad: Three RCA execs, **Brig. General David Sarnoff,** board chairman; **Dr. E. W. Engstrom,** senior exec vp; and **Dr. V. K. Zworykin,** honorary vp, have been awarded the Christopher Columbus Award for outstanding achievement in telecommunications, from Italian president Gronchi . . . **Burton Browne,** head of his own agency, is holidaying in Europe, as is **William A. Rockett** of Charles F. Hutchinson Inc., Boston . . .

Lou Sidran, copy chief at Henri, Hurst & McDonald, Chicago, is the author of a *Reader's Digest* article, "The Unmasking of Paul 'The Waiter' Ricca," in the November issue. Other Sidran bylines have appeared recently in *Esquire* and *Sports Illustrated* . . .

"Selling well and going into a second printing" is the promising sales prognosis of **Wright Everett's** new picture-and-caption chuckle volume, "How Were Things at the Office?" The author is an *American Home* space salesman; the publisher, Simon & Schuster . . .

It's Westward Ho! and a rancher wife's life for **Phyllis Bromling** of General Outdoor Advertising, who on Dec. 20 marries Dell Reynolds of Tuttle, Okla. . . . An early spring wedding is planned by Susan Brink and Murray Butash. The bride-to-be is the daughter of **Kurt Brink,** vp of Hearst Advertising Service, and national ad manager of the *New York Journal-American* . . .

New arrivals: A grandson for **Dr. Max A. Geller** of Weiss & Geller, Daniel Mark, born in Boston to his daughter, Mrs. Justin L. Wyner of Chestnut Hill, Mass. . . . A second daughter (third child) born to **Al Smedley** of Arndt, Preston, Chapin, Lamb & Keen, Philadelphia . . . A daughter, Caryl Irene, to **Melvin Berlin,** free lance direct mail copywriter of Merrick, N. Y. . . . A daughter, Lisa Karen, to **Robert Light,** president of the Southern California Broadcasters Assn. . . .

STRAIGHT-LINE ADVERTISING IN MICHIGAN FARMER PENETRATES

All sales are local. Your ads sell best when they give your sales story in local terms. Localized ads, and MICHIGAN FARMER's local editorial material, take you direct to the prospect. We have on-the-spot field reports you can use. We'll help you with pictures and testimonials. Changes are made quickly, economically because we print MICHIGAN FARMER by gravure.

5 WAYS TO "STRAIGHT-LINE" YOUR ADVERTISING

1 **Local pictures**

2 **Local testimonials**

3 **Local prices and terms**

4 **Local dealer listings**

5 **Local coupon returns**

- New evidence proving how national advertisers are making budget dollars go further, dig deeper, yield more sales!

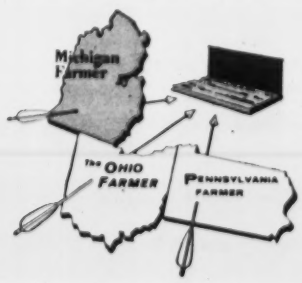
No waiting for harvest time in Michigan. Agriculture is diversified — farmers sell all year 'round. Income is steady . . . and big. Among the 49 states, Michigan is "top third" in farm income . . . ranks first in cherries; second in peaches; third in apples and grapes; fourth in pears; seventh in milk produced; eighth in oats and vegetables.

Send for free booklet that explains and illustrates in detail how you can tailor your ads for better sales penetration.

Michigan Farmer

East Lansing, Michigan

AFFILIATED WITH STAUFFER-CAPPER PUBLICATIONS, INC.



STRAIGHT-LINE *Advertising service available also in THE OHIO FARMER and PENNSYLVANIA FARMER.*

VITAL BEVERAGE—*Realemon-Puritan Co. will kick off a new ad push for its Realfig fig juice Nov. 12 with ads like this in three New York and two Philadelphia newspapers. Radio spots and two food publications also will be used in the two cities. Lilienfeld & Co., Chicago, is the agency.*

New Monthly Newspaper Section Bows in Connecticut

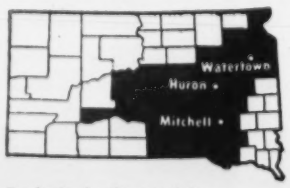
WEST HARTFORD, CONN., Oct. 27—*Connecticut Life*, a new monthly supplement, will begin publication in 45 Connecticut newspapers Oct. 29.

The *Time*-size supplement, to go to 42 weeklies and three dailies in the state, will have a total paid circulation of 137,000 and will be published at 20 Isham Rd.

Advertising rates are geared to $1,280 per b&w page, with r.o.p. color available at a 20% premium.

Bice Clemow, publisher of the *West Hartford News*, is publisher and president. Advertising director is Roger D. McLean, formerly of Time Inc. #

36% of SOUTH DAKOTA'S SPENDABLE INCOME



Exclusively Covered by:

THE TRIPLE MARKET GROUP

- HURON DAILY PLAINSMAN
- MITCHELL DAILY REPUBLIC
- WATERTOWN PUBLIC OPINION

Sold in combination and nationally represented by
Johnson, Kent, Gavin & Sinding Inc.

Interior Dept. Tightens Highway Sign Restrictions

WASHINGTON, Oct. 27—The Department of Interior has announced that tighter controls have been introduced over the use of billboards along inter-state highways which are built on public lands.

Acting Interior Secretary Elmer F. Bennett said the department's new rules have as their minimum the highest standards set under the billboard control program of the Bureau of Public Roads. He said the regulations also include sufficient flexibility to permit stricter standards "where minimal control would be inadequate."

■ The Interior Department's Bureau of Public Roads long ago adopted a licensing system which limits the right to erect roadside signs to businesses located within 30 miles of the highway.

As now adopted the new standards are identical with proposals which were circulated last May. At the time, officials explained that the move was designed to incorporate into the Interior Department restrictions new limitations on advertising privileges which were developed as part of the Bureau of Public Roads program limiting signs on the new interstate highway program. #

SPEA Names Regional Unit

The Sales Promotion Executives Assn. has appointed the following members to its new chapter formation and chartering committee: Robert Westover, Watchmakers of Switzerland, committee coordinator; W. F. Chatfield, Shaw-Walker, eastern regional committee chairman; A. O. Dietrich, Minneapolis-Honeywell Regulator Co., midwestern chairman; Robert M. Crosby, Southern California Gas Co., western chairman, and Richard A. Kulp, Carrier Corp., international chairman.

Hussey Joins 'Hablemos'

Peter J. F. Hussey, formerly with the Latin American sales departments of Alberto Ubbelohde Inc. and Shulton Inc., has joined *Hablemos*, Sunday supplement distributed by nine Latin American papers.

before you OK your schedules for another year consider this...

how hard is your advertising working where the actual buying is done in the aircraft and missile industry?

U.S. Steel Pushes U.S.-Made Cars—All of 'em—on TV Show

NEW YORK, Oct. 27—U. S. Steel Corp. gave American auto makers a tremendous assist on its CBS-TV show last week in introducing all of their 1960 models.

The steel company pre-empted its usual drama to devote its entire hour show—the program as well as the commercials—to its best customer, the automobile industry. Sid Caesar, Audrey Meadows, Tony Randall and Gisele MacKenzie rode through several slapstick scenes. Even a great deal of the dialog dealt with cars.

■ The antics of Buster Keaton were employed in one of the commercials to demonstrate the inconveniences of driving a car in 1926 as compared with present-day driving. Another ad pointed up the improvements through the years, stressing the all-steel car body. In the last scene, the announcer said, "Today they build them better than ever; see America's fabulous cars for 1960." All of the new American autos were shown in a series of quick shots as he spoke, but the individual makes were never n tioned by name.

One part of the show was a da scene by Peter Janero and semble, with steering wheels imaginary cars.

ENVELOPE AD BACKS 'SNOW FLAKE'

NEW YORK, Oct. 27—The *Am ican Press* has come up with son thing offbeat in magazine inse —an envelope pasted to its bac cover.

In its October issue the maga zine carries a complete newspaper kit offering mat proofs and sug gested ad layouts for U. S. Steel's nnual pre-Christmas newspaper romotion, "Operation Snow lake."

The newspaper kit, which for merly has been exclusively dis tributed via direct mail, will go to more than 8,000 weekly and over 1,000 small daily newspapers across the country.

According to J. Wendell Sether, *American Press* advertising manager, the newspaper kit is equivalent to ten standard newspaper pages, or 40 pages in the *American Press*.

Batten, Barton, Durstine & Osborn is the agency for U. S. Steel. #

CORDLESS—*General Electric will introduce its first battery-operated Telechron clocks with this b&w page in the November House Beautiful and the Dec. 5 New Yorker. The cordless clocks run for nine months on a replaceable flashlight battery, GE says. N. W. Ayer & Son, New York, is the agency.*

FTC Charges 5 More Publishers Gave Illegal Ad Benefits

WASHINGTON, Oct. 27—A new brood of cases involving allegations that publishers paid illegal promotion benefits to obtain favorable newsstand locations were announced by the Federal Trade Commission last week.

The new cases were against Dell Publishing Co., Bantam Books Inc., National Comics Publications Inc., Pocket Books Inc., and the New American Library of World Literature Inc., all of New York.

■ All five were charged with paying illegal allowances to certain newsstand chains operating outlets in railroad, airport and bus terminals and in hotels and office buildings. The complaints did not specify the beneficiaries.

Early this year FTC issued complaints against 13 of the nation's magazine publishing organizations charging that they made illegal promotion allowances available to American News Co. and Union News Co. #

Call your AIRCRAFT AND MISSILES representative before you OK your schedules for next year. He can arm you with meaningful facts to sharpen your decision.

AIRCRAFT AND MISSILES
integrating
DESIGN
DEVELOPMENT
PRODUCTION
PROCUREMENT

A CHILTON PUBLICATION,
Chestnut and 56th Streets,
Philadelphia 39, Pa.,
SHerwood 8-2000

Because of the international attention being paid today to the missiles race, the entire subject takes on overtones of excitement in never-never land. But somewhere in the midst of the fantastic theories about rockets and supersonic jets, advertisers must be looking for a direct path to their sales prospect. Out of the welter of claims made by the many media in this field this message is an attempt to help make advertising work where actual buying is done.

To review the development of an air or space vehicle from dream to reality under the new "weapons system manager plan" consult the stages at right. Herein you will see that many thousands of engineers spend many millions of man hours working on aircraft and missiles problems that have only the faintest bearing on the selection of your product for purchase. In aiming your advertising where it will do the most practical good it seems commonsensical to choose the engineers who take up their work at Stages 2 and 3 as your prime targets. Because here and only here can a purchase decision have any meaning. Can your product be selected when only a theory has been established?

Why Aircraft and Missiles Magazine?

It would be unusual if we were now to discuss any other magazine than AIRCRAFT AND MISSILES following this preamble. Obviously the image of the buying pattern established here fits exactly to the editorial direction and the circulation policy of A & M. And it's no accident that these policies and direction coincide with the industry buying patterns since extensive research into aircraft and missile engineering and production was conducted for an entire year before the first issue of A & M appeared.

Based upon the research findings, the editorial content of A & M is geared to an audience in Stages 2 and 3. Theory and generalities found in so many other industry publications are utilized only when they have a bearing on practicality so that articles in A & M directly relate to practical engineers who have a job to do. And continuing feed-back reader research tells us we are on target.

Purchase Decision Studies Available

Now, in addition to offering advertisers a media vehicle that will work hardest where the actual buying is done in the aircraft and missile industry we can offer tangible evidence of purchase decision buying power in the following basic marketing areas: Ferrous Metals; Tubing and Cable; Non-ferrous Metals; Plastics, Rubber, Other Non-Metallic; Castings and Forgings; Engineering Services; Sub-Assemblies; Plant and Equipment; Fuel Systems and Parts; Electronics and Electrical Parts; Hydraulic Systems; and Mechanical Components.

these are the stages any air or space vehicle must go through from dream to reality.

stage 1—theoretical

Preliminary theoretical and scientific studies. Many thousands of engineering man hours and hundreds of technical personnel are involved to develop reports pointing to *paper* solutions of problems in aerodynamics, thermodynamics, cyrogenics, electronics, ballistics, medical science, etc. before a single piece of material, equipment, component or systems can even be considered.

this is not where purchase decisions are usually made.

stage 2—practical

From the extensive scientific research data produced by the thousands of scientists, engineers, and technical people, come the formulas; the design guide lines for the *practical* designers, engineers, production engineers, and procurement people to give shape to theoretical projection. These men determine feasibility, producibility, and reliability of the "hardware" version of ideas.

this is where decisions are beginning to be made.

stage 3—reality

Once form, shape, method, physical requirements and practicality have been decided, practical design, engineering, production and procurement teams go to work building a prototype of the new air or space vehicle. Out of this "cut and fit stage" come specific recommendations for the purchase of materials, systems, tools, fasteners, components—all of the basics that will go into the finished vehicle. And, decisions are almost never finalized since as many as 15,000 modifications a year can occur in the final preparation of an air or space vehicle.

this is where purchase decisions are completed.

JUST OUT!
BACON'S 1960 PUBLICITY CHECKER

Now with quarterly revisions — Completely up-to-date all year long

BACON'S famous Publicity Checker is out for 1960! It's the only complete directory to over 3,500 business, farm and consumer magazines. Every listing gives you name, address, editor, issue date, circulation, publisher and editorial code that shows type of publicity each publication wants. 99 market groups to guide you in release list selections. The all-new 1960 Checker incorporates thousands of changes for 1960. In addition, you'll get a revision every three months for 100% accuracy all year long. Get more publicity at lower cost. 352 pages, 6¾" x 9¼", fabricoid cover. Lays flat when in use. $25.00 each with quarterly revisions. Order today!

ON APPROVAL

Please send_____copies Bacon's Publicity Checker. Bill: ☐ Me ☐ My Company. $25.00, including revisions.
Name_____
Company_____
Address_____
City_____ State_____

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois

SELL a quarter of a million big consumers of prestige products and services

Doctors are a class market by themselves . . . successful businessmen . . . influential community leaders . . . sportsmen . . . better home owners . . . extensive travelers. Their buying decisions are often made on the quality products and services they see advertised in the AMA News.

sell a quarter of a million doctors every other week in... THE AMA NEWS

published by the
AMERICAN MEDICAL ASSOCIATION
535 N. Dearborn St., Chicago 10, Ill.
475 Fifth Ave., New York 17, N. Y.
1919 Wilshire Blvd.,
Los Angeles 57, Calif.

NSE Probably Won't Act on N.Y. Sales Execs' Move Until '60

NEW YORK, Oct. 27—The dues hassle between the Sales Executives Club of New York and National Sales Executives is still unresolved, and apparently will remain unsettled until next year.

As the matter now stands, the board of directors of the New York club has voted to abolish the flat payment of $15 per member that the New York group pays to NSE, and has authorized a sliding scale of $15 per member for the first 1,000 members and $5 for each additional member. But the board set no date for putting the new sliding scale of payments into effect.

The move would cut SEC's annual payments to NSE from $45,000 to $25,000, based on the club's current membership of 3,000. It is intended that the saving be used by the New York club for its own activities.

Philip J. Kelly, president of SEC, and vp of Lynn Baker Inc., has sent a letter to J. A. McIlnay, NSE president, who is vp of marketing, Electric Storage Battery Co., Philadelphia, explaining the action taken by the board of the New York club.

■ In substance, Mr. Kelly thanks Mr. McIlnay for the time and effort he has given to the dues issue; expresses the disappointment of the New York club's board that the NSE board rejected SEC's request for a change in the dues structure (AA, Oct. 12) and informs the NSE president that the New York group has decided to cut the dues it pays to the national organization. Mr. Kelly's letter, however, makes it clear that the New York club has no desire to injure the national association, or to dissolve its affiliation with the national body.

Mr. Kelly could not be reached for comment, but at the office of SEC it was said that the matter of dues payments to NSE will be held in abeyance until NSE has had an opportunity to reply to Mr. Kelly's letter.

Early last week an officer of NSE told ADVERTISING AGE that a statement by Mr. McIlnay would be released Thursday. But then it was said that Mr. McIlnay had decided not to issue a statement.

■ In the meantime, Mr. McIlnay has written to Mr. Kelly, restating NSE's position that it cannot, under its constitution, change its dues structure without an amendment. While NSE would not confirm the substance of the McIlnay letter, nor even admit its existence, an officer at SEC acknowledged that Mr. McIlnay had replied to Mr. Kelly, but he declined to discuss the contents of the letter.

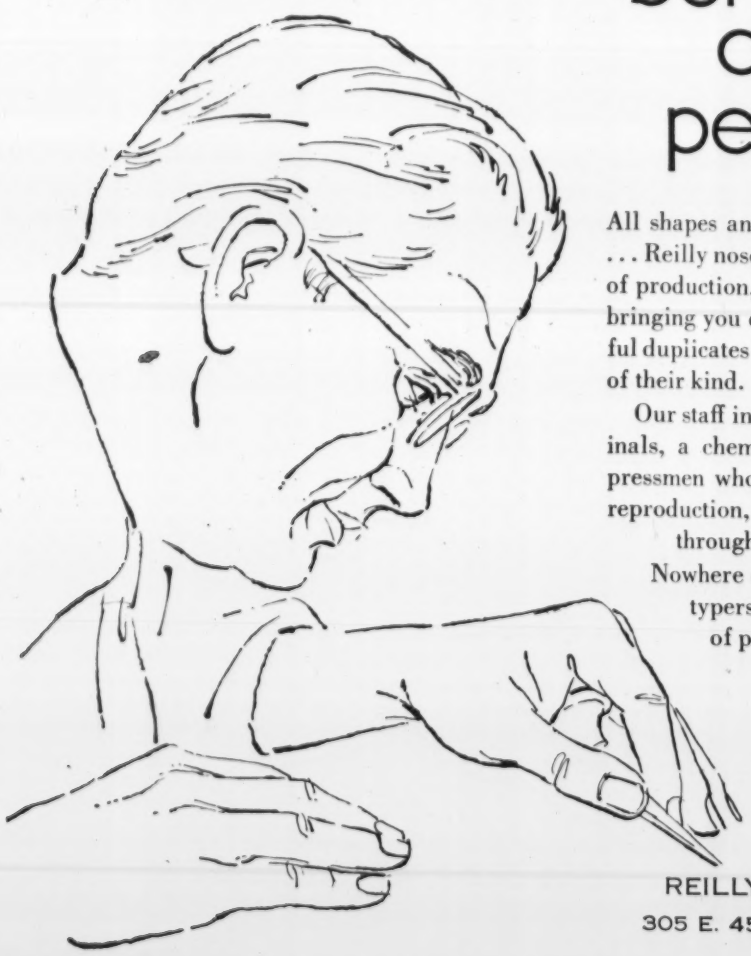
Members of both groups agree that further meetings of officers of the two groups are likely, and that an effort will be made to negotiate some sort of agreement. But actually, little is likely to be accomplished, barring a special meeting, until next February, when the regular meeting of the NSE board is scheduled, in Jacksonville, Fla. In the meantime, there may be some occasional fireworks, discussions and statements issued, but no real solution of the matter.

■ SEC, with a membership of 3,000, is the largest club affiliated with NSE, which is composed of 28,000 members, organized in 227 clubs in 26 countries. A previous report gave the number of clubs as 235 (AA, Sept. 28), which NSE has corrected. The second largest club is in Chicago, with a membership of about 1,000. Clubs in Los Angeles, San Francisco, Cleveland, St. Louis and Dallas, reportedly, have memberships of between 700 and 800 each. There are 187 clubs in the U.S., 11 in Canada, and 29 abroad, largely in Germany, Mexico, Australia and New Zealand.

Obviously, a revolt on the part of the New York club and reduction of its dues to the national association conceivably could mushroom, curtailing the national's revenue and activities.

Some members who dislike what they call "the high-handed action of the governing group" of the New York club, think that when Mr. Kelly's term as president ends next May, the sliding scale proposal on dues will be killed by the new board, and the whole matter will be dropped. Others, however, agree wholeheartedly with the action that has been taken, and point to the poll of SEC members which showed that, among approximately 1,000 respondents, 85% voted in favor of SEC establishing a sliding scale of dues payments to NSE (AA, Oct. 12). #

Professional Noses...



bent on perfection

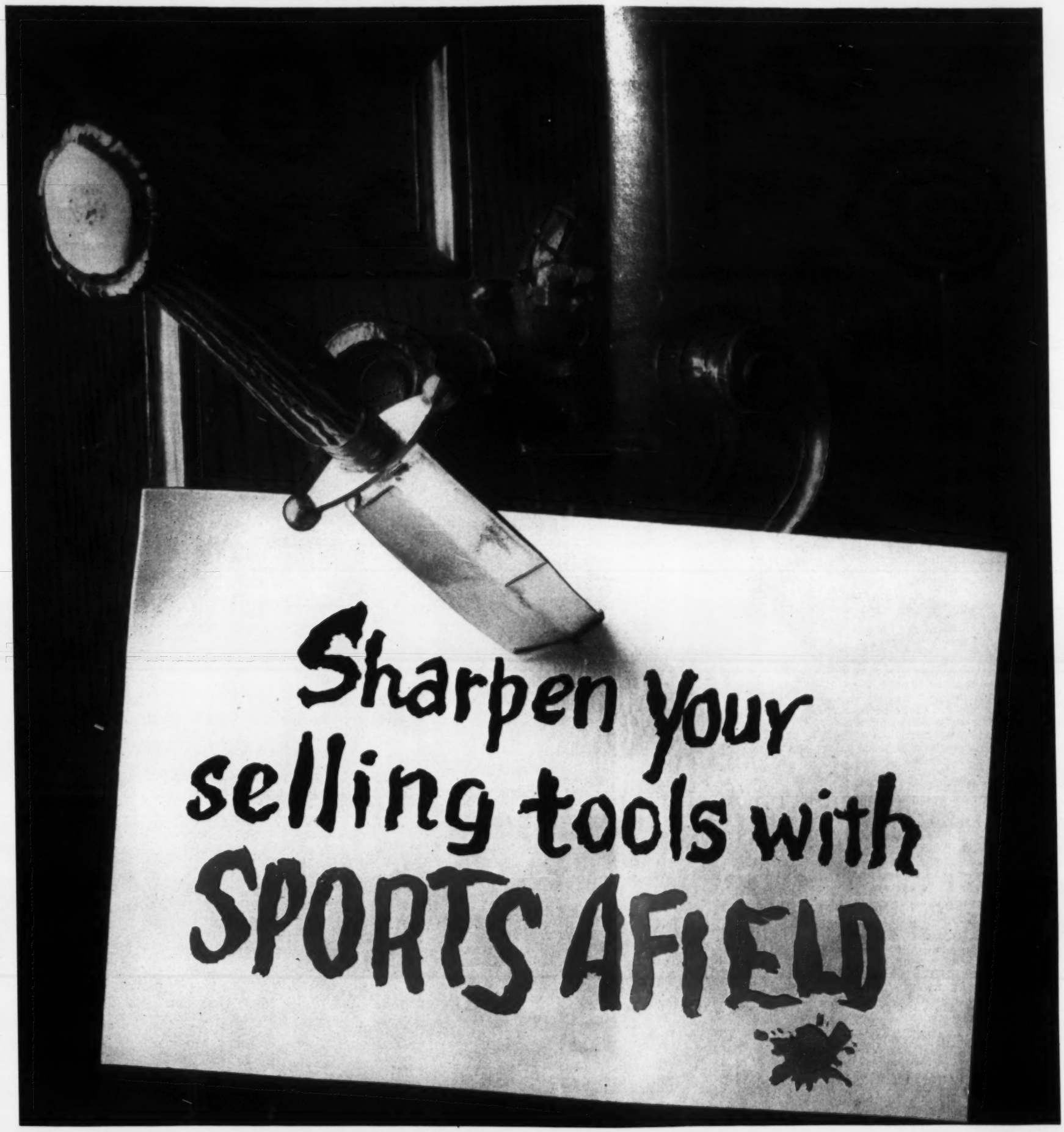
All shapes and sizes . . . bent up, down, over . . . Reilly noses repeatedly stuck into each step of production, intent on perfection . . . bent on bringing you electros which are not only faithful duplicates of the originals, but masterpieces of their kind.

Our staff includes engravers who check originals, a chemist who controls plating baths, pressmen who prove electros for accuracy of reproduction, and service people who follow through.

Nowhere else will you find master electrotypers so ably assisted in their pursuit of perfection.

REILLY ELECTROTYPE DIVISION
305 E. 45TH STREET, NEW YORK 17, N.Y.
MU 6-6350

3M-Pre-madeready electrotypes • Reillytypes • Reilly Plastictypes • ROP Color mats • Reilly mats • Dealer mats • Engraving service department



Pierce through sales resistance by using SPORTS AFIELD! Here you reach a selective audience of more than 1,000,000 sportsmen who enjoy the great outdoors... and who read *their favorite magazine* edited exclusively for them.

To sell the cream of this leisure time growth market for *all* their many needs, you reach them best in SPORTS AFIELD ... for cars, beverages, insurance, tobacco, apparel . . . you name it!

Sharpen your media tools through the advertising pages of SPORTS AFIELD, the champion growth magazine* that will help you sell over 1,000,000 select prospects more for your advertising dollar.

***Ad revenue has quadrupled in the post-war period, circulation has more than doubled... 4th quarter of 1959 average circulation in excess of**

1,100,000**

****Publisher's estimate**

SPORTS AFIELD • A HEARST KEY MAGAZINE • 959 EIGHTH AVENUE • NEW YORK 19, N. Y.

CAB Issues 'Show Cause' Order on Allowing Airlines to Fly Non-Priority Mail for P.O.

WASHINGTON, Oct. 27—After marking time on its first class mail by air experiment for half a dozen years, the Post Office Department was a big step closer last week to a major transportation "revolution" which is expected to free mail movement from the limitations of railroad timetables.

With Post Office approval, the Civil Aeronautics Board has issued a "show cause" order which proposes to let domestic airlines fly non-priority mail wherever and whenever the Post Office wishes to fly it. The Post Office would pay half the rate it pays for air service for air mail.

The groundwork for the big drive to modernize mail movements was established quietly last summer in the Senate post office and civil service committee.

■ Under orders from his boss, Postmaster General Arthur Summerfield, the department's new chief of transportation, Assistant Postmaster General George Moore, went to Congress with a request for authority to move mail by air on a space-available basis when other satisfactory transportation isn't available.

In the face of continued resistance by railroads, a subcommittee under Sen. A. S. (Mike) Monroney (D., Okla.) expressed impatience. It contended that the Post Office already has ample authority to fly mail whenever it wishes, and it suggested that the Post Office go about its business without further delay.

■ Postal officials told the committee they are ready to move ahead with air transportation of mail as soon as legal procedures have been clarified. An upshot of the session was an agreement that the breakthrough could be arranged if the Civil Aeronautics Board would take the initiative by establishing rates for air movement of non-priority mail.

Subsequently, when CAB went to the Post Office to inquire about interest in the proposed new service, it found Mr. Moore and his associates in a very receptive frame of mind. They submitted specific plans for utilization of the proposed service and made it clear that there will be a market if CAB will create it.

■ Until the release of the report, Post Office officials had made no overt moves to expand the "experimental" first-class mail by air program which has been in operation since the earliest days of Postmaster General Summerfield's administration.

In the face of law suits by the railroads, postal lawyers had taken the position that the first class mail by air was "experimental." In this way they avoided a showdown on the issue raised by the railroads, which contends that existing law specifies that first class mail must move by fastest available surface transportation.

In recent years, relations between the Post Office Department and the railroads have been less than cordial. Postal officials complain that train service has deteriorated to the point where mail cannot be moved expeditiously. "It is one thing to talk about overnight delivery all over the country, but how can we do it, when the railroads provide fewer and fewer trains?" postal officials ask.

■ The proposal which the Post Office Department has filed with the Civil Aeronautics Board says the department is ready to start air movement of non-priority mail on a "space available" basis between approximately 76 points in all 50 states and Puerto Rico. At the present, service of this kind is available on an experimental basis only in the New York-Chicago-Washington triangle, the New York-Washington-Florida route, and on the West Coast.

The Post Office Department proposal emphasized that this is an initial expansion; altogether it is expected to involve about 34,000 tons of mail. Under the plan the department would be free to move any classes of mail it wishes.

■ In acting on the Post Office request, the Civil Aeronautics Board said its information indicated that airlines have ample empty space available, and that the current expansion of the airline fleets indicates that even more space will be available in the future.

According to the board's figures, mail payments to 12 domestic trunklines in 1958 averaged about 38.5¢ per ton mile. On the belief that airlines can operate profitably at 12.9¢ per ton mile, the board said a rate one half that of airmail would be simple to administer and would provide the airlines about 19¢ per ton mile.

■ Post Office officials indicate that they are receptive to the rate which the board has proposed, but there are reports some airlines intend to object. If objections are filed, the Civil Aeronautics Board could still require many months, and even years, to reach a final decision.

Also unresolved is the position of the railroads. Officials anticipate they might seek court help in keeping mail on the ground.

The CAB has allowed until today for interested parties to signify objections, and an additional 20 days for written comments. #

PAUL J. GREENFIELD *has been promoted to director of marketing of Simoniz Co., Chicago, a new post. Mr. Greenfield, formerly director of merchandising, will handle those duties in addition to new sales responsibilities. His former merchandising post will not be filled.*

Ted Bates Adds One

The ice cream division of DCA Food Industries Inc., New York, has appointed Ted Bates & Co. to handle its advertising. The division makes Gold Mine frozen stock novelties and markets Minute Maid Orange Bar, being tested in Los Angeles.

Neslage Joins Agency

Oliver Jack Neslage, formerly with McCarty Co. and Copease Corp., has joined Smith, Nagel & Knudsen, New York, as an account executive.

GLASS

Who can print it?
Your screen processor of course!
He will even print your glass backwards!

Put Punch in Point-of-Purchase

POINT-OF-PURCHASE COMMITTEE • SPPA

growing like Wild

From 100,000 to

Trenner, WMCA Set to Buy WBNY, Buffalo

BUFFALO, Oct. 27—Radio Station WBNY is being sold for a reported $600,000, subject to approval of the Federal Communications Commission. Buyers are Harry Trenner, Rochester, and Radio Station WMCA, New York.

The station is now owned by Roy L. Albertson Sr., formerly of Buffalo and now of Prescott, Ariz. He said announcement of the sale is "premature," but applications for approval of the sale are expected to be filed soon with the FCC.

Nathan Straus, president of WMCA, is expected to be president of WBNY. Mr. Trenner also owns Radio Station WFEC, Miami. #

Thomas Organ Boosts Rieder

Thomas Organ Co., Sepulveda, Cal., a division of Pacific Mercury Electronics, has promoted Howard E. Rieder from assistant ad manager to advertising manager. Mr. Rieder has been succeeded as assistant ad manager by Gerard Grindinger, formerly advertising manager of J. C. Penney's Valley Stores division.

Russi Widenhofer Willoughby Jordan

WINNERS—*Al Widenhofer, manager of the Foster & Kleiser softball team, accepts the perpetual Sunset Magazine trophy awarded annually to the first place team in the Northern California Advertising Softball League. Howard Willoughby, exec vp, Sunset, makes presentation. Looking on are Charles Russi, team coach and operating manager, and A. R. Jordan, San Francisco branch manager, of Foster & Kleiser.*

Non-Uniform New Techniques Hobble Graphic Arts: 'AR'

CHICAGO, Oct. 27—Advances in graphic arts techniques are being delayed in reaching the printing buyer because there is no coordination among makers of the components for the reproduction equipment, *Advertising Requirements* says in its November issue.

In a summary of the seventh Educational Graphic Arts Exposition in New York last month, Robert Konikow, *AR's* managing editor, says that most of the innovations in reproduction equipment are made in the components—paper, ink, rollers, cameras, art materials, composition, plate-making equipment and presses. But rarely are they designed as a system, he says.

■ "Most manufacturers are directly concerned with only one of these phases. Any research they conduct must be within the limitations of other people's equipment, used at the same time or before or after, in the printing process," he explains.

"Development is further slowed by the existence in the field of a substantial investment in heavy equipment which no printer or other concern would like to see a total loss."

Mr. Konikow makes these observations in connection with the large number of exhibits shown in technological changes in equipment.

■ He cites the different developments in photocomposition machines as an example of lack of coordination. Intertype's Fotosetter and Monotype's Monophoto are hot metal machines that use photographic rather than metal matrices and their appearance is similar to what compositors are accustomed to, he says.

On the other hand, he notes, the Photon machine, Mergenthaler's Linofilm and AFT's typesetter, all of which use photographic processing, have keyboards more like typewriters and they are quite different in appearance from traditional typesetting machines. They also vary in fonts available, sizes available, etc.

In the engraving end of the business, Mr. Konikow makes this observation: "Many engravers are looking suspiciously at the new synthetic plates. Part of this, of course, is rational, for if platemaking becomes too simple, printers will start doing their own work. But the engravers make some points of great validity. Cost is one of them. But a more important question is one of quality. Engravers place high regard on their ability to get good engravings from less than top grade copy." #

Sklar Appoints Enloe

J. Sklar Mfg. Co., New York, the nation's largest maker of stainless steel surgical instruments, has appointed Cortez F. Enloe Inc., New York, to handle its advertising. Noyes & Sproul is the previous agency.

Hagues Leaves Phibbs

David N. Hagues has resigned as vp and business manager of Harry C. Phibbs Advertising Co., Chicago.

the fastest growing magazine in the world

"Like wild" describes 'TEEN's swelling circulation, an increase of 500,000 in two and a half years! Want a reason? Simple. More and more members of the dynamic teen-age market have discovered that 'TEEN is *their* magazine. And they are proving their power of purchase to advertisers to the tune of a current *ten billion dollar* buying habit!

Conclusion: 'TEEN *reaches* and *sells* the big-spending, fastest growing market in the world today!

'TNCB, 'TEEN NATIONAL CONSUMER BOARD, helps advertisers keep in touch with teen-age tastes, attitudes, preferences through a scientifically-selected board of 1500 teen-agers. They provide the answers *before* you advertise!

Want to know teen-age spending habits and product preferences in your product field? Get in touch with 'TEEN magazine, Los Angeles, California.

Write or phone your nearest 'TEEN office for complete information:

'TEEN MAGAZINE · *Another Petersen Publication*

LOS ANGELES: *5959 Hollywood Blvd.* • DETROIT: *738 Book Building*
CLEVELAND: *834 Schofield Building* • CHICAGO: *360 North Michigan Avenue*
NEW YORK: *17 East 48th Street* • SAN FRANCISCO: *155 Montgomery Street*

600,000* in two and a half years!

Guaranteed circulation, Jan., 1960 issue; 2,400,000 readers per month.

HE CAN HELP YOU

If you're looking for fast Direct National Distribution

Barney Kingston, Merchandising Director

Don't be fooled by the "outlet map" on your wall! It's one thing to put your product in stores—it's quite another to move it.

If your product or services lends itself to personal selling—whether in a home, office, store, institution, service station, etc.—it will pay you to investigate the booming $9½ billion DIRECT SELLING FIELD. Manufacturers and agency executives often amazed to learn how easy and inexpensive it is to move merchandise through modern direct selling—in ALL counties of the 50 states and in the provinces of Canada.

Let us analyze your product or service without obligation on your part. If your product has potential in our field, we submit 35-year sales-tested plan for consideration; sample plan starts 50 new companies every month . . . many of which now do from $250,000 to more than $12½ million annually.

Send factual data to our Merchandising Director, Barney Kingston, Dept. P-120 Salesman's OPPORTUNITY Magazine, 850 North Dearborn Street, Chicago 10, Ill.

Sell the Inner Circle and you've sold the Conservative Protestant Church Market

Church Leaders
Buy Building Products

Hundreds of new Protestant Churches are built each year! To help Pastors and Church Officers we offer them plans, ideas and suggestions in "Christian Life's" Church Building Packet. In nine months, 137 plans were sold and 91 churches completed so far. Investigate this growing market for building products and other products used in Church operation and maintenance. Write for factual brochure.

Christian Life
The Business Magazine for Church Leaders
33 South Wacker Drive, Chicago 6, Ill.

JWT Surveys Australia

"The Australian Market," a 40-page mine of marketing statistics, has been published by J. Walter Thompson Co. as part of its continuing series on different world markets. The brochure, which is available upon request, is a comprehensive survey of the Australian market. JWT has operated in Australia since 1929.

Baker to Doyle Dane Bernbach

Evan Baker, formerly sales promotion and advertising manager of the Grace Line Inc., last week joined Doyle Dane Bernbach Inc., New York, as an account executive. Mr. Baker was succeeded at Grace in September by Frederic P. Sands.

MOVING PRELIMINARY—*Enyart & Rose Advertising, Los Angeles, will move Dec. 1 to this new building, now being remodeled at 5735 Melrose. The building covers 4,000 sq. ft. and has another 2,000 sq. ft. adjoining to be used for the agency's production and direct mail division.*

SOMETHING MISSING

...LIKE CALIFORNIA *WITHOUT*
THE BILLION-DOLLAR
VALLEY OF THE BEES

- ✓ Actually, total effective buying power of more than $3 billion
- ✓ Nearly 50% more buying power than opulent Westchester County
- ✓ Not covered by San Francisco and Los Angeles newspapers

Sales are where the money is — if you tell people what you have to sell in an effective way. Add thrust to your selling message by getting into the homes of Inland California with the Bees.

Data Source: Sales Management's 1959 Survey of Buying Power

- THE SACRAMENTO BEE
- THE MODESTO BEE
- THE FRESNO BEE

McCLATCHY NEWSPAPERS
NATIONAL REPRESENTATIVES... O'MARA & ORMSBEE

McClatchy gives national advertisers three types of discounts . . . bulk, frequency and a combined bulk-frequency. Check O'Mara & Ormsbee for details.

New Met Program Is Full-Scale Magazine With 30 Ad Pages

NEW YORK, Oct. 27—An overhauled Metropolitan Opera program made its bow here yesterday when the opera company opened its new season. The new program, published by Saturday Review Inc., included some 30 pages of ads and is in effect a class magazine, according to J. R. Cominsky, publisher of the program and *Saturday Review*.

"This is not just another program," said Mr. Cominsky. "The whole thing was done as a major editorial job. We spent more than $10,000 on the cover, so you can see we're not fooling around."

Included in the book for the first time, he said, are most major automobile advertisers, New York banks, and media ads by *Vogue* and Fairchild Publications.

■ To back up its claim that opera patrons are among the highest income groups in the U.S. and represent a prime ad market, *Saturday Review* hired a research company, Richard Manville, to do an auto study on opening night. The results of the study, said Mr. Cominsky, will be sent to auto makers in Detroit. .

The Metropolitan program was taken over by the *Review* from *Playbill* in July. For a $5,000 franchise consideration and a 50-50 share of the profits with the Met, the magazine will distribute 4,200 copies per performance, 750,000 for the entire season. The program will be the same size as the *Review* (8x 11"), with ad rates based on $7,000 per b&w page full season, or 25 weeks. #

Conde Nast, Street & Smith Consolidate Circulation Units

Conde Nast Publications, which acquired Street & Smith Publications in August (AA, Aug. 31), has consolidated the circulation departments of the two companies, including that of *Bride's Magazine*. Effective immediately, a single operating unit will handle circulation of *Vogue, House & Garden, Glamour Incorporating Charm, Vogue Pattern Book, Living for Young Homemakers, Mademoiselle* and *Bride's Magazine*.

Circulation director of the combined operation is J. Paul Young. Robert L. Fenton is assistant circulation director in charge of subscription sales; B. H. Yount is assistant circulation director in charge of newsstand sales, and H. Carlisle Estes is circulation promotion director.

Newsweek families have over twice as much income as the U.S. average.

Ask your agency.

The different newsweekly
for communicative people

'Business Office Must' Is 'Inherently Evil,' 'Competitive Weapon,' Houston ADS Is Told

HOUSTON, Oct. 27—The b.o.m.—the "must" news story ordered by the business office—is an evil, with some good influences, and it's here to stay, editorial officials of Houston's three newspapers generally agree.

Their views were voiced before an audience consisting of University of Houston chapter members of Alpha Delta Sigma, the advertising fraternity, plus professional admen, as a Newspaper Week event.

■ "The b.o.m. tends to become a highly competitive weapon in the fight for advertising," Jack Donohue, managing editor of the *Houston Post*, said. "The one giving the greatest number of 'green stamps' is in greatest favor with the advertisers.

"Sometimes they run b.o.m.s needlessly," Mr. Donohue commented, "and sometimes because of the varying amounts of space available between important news and b.o.m.s, one advertiser gets less space for virtually the same story than his competition has gotten. The result is resentment. It would not be surprising if the one company snubs that paper when launching a new advertising campaign."

Mr. Donohue told of a department store executive who confided that he hates b.o.m.s, but feels he has to ask for them in order to keep up with his competition.

"If you want to whip b.o.m.s—and I don't know whether you should—" Mr. Donohue observed, "then newspapers should conduct educational campaigns among advertisers. Send them tear sheets, during the campaign, showing how their ads were harmed by being surrounded by b.o.m.s instead of more interesting news."

■ Said Mrs. Lou Letts, advertising department head at Houston Bank & Trust Co., "I think the b.o.m. is inherently evil.

"I'm an advertiser. I buy newspaper space on the basis of readership. The editors' job is to determine the interests of the people who read the paper.

"Taking a b.o.m. and developing it into a feature is good. The straight b.o.m. is evil. I think the education plan for advertisers is a good idea.

"When I write bank copy, I ask myself first of all, 'Does anybody outside the bank care?' Because when I put in an ad, I want them to read it.

"As an advertiser I think I'm being gypped out of readers by a policy that puts b.o.m.s in the paper ahead of other news the editor might believe will be more widely read."

■ The b.o.m. serves a good purpose for the editorial side of a newspaper, asserted Patrick O'Bryan, public service director of the *Houston Press*, and a former weekly publisher.

"Somewhere at the bottom of even the poorest b.o.m. is a fact. You can take that one new fact and build a feature on it. The b.o.m. can really be a free editorial feature service, if you handle it right.

"One example is a recent b.o.m. for a furniture retailer that mentioned their warehouse held 125,000 individual pieces of furniture. I got in my car, went out there, discovered the variety of furniture that stores carry nowadays, the inventory system and the special electric buggies they had built especially for operating the warehouse.

"The resulting story was worth something, not only to our advertisers, but also to our readers.

"Reporters can learn more about the drug business, the food business, how to operate elevators and furniture warehouses, than they can learn sitting in the office on the phone to learn who hit whose car at what street intersection," he said.

■ Not every ad salesman who sidles up to the city desk with a b.o.m. in his hand, approved by the advertising department manager, is a space burglar, commented Allison Sanders, editorial writer and former city editor of the *Houston Chronicle*.

"There is nothing inherently evil in the b.o.m.," he stated. "It's only when you get into the habit of offering customers free news space as an inducement, that it becomes intemperance.

"Much b.o.m. news is legitimate business news," Mr. Sanders commented. He pointed out that there is a place for that kind on the business pages—and in the run of

IT'S YOUR MOVE!

And the smartest one is into the stable $591 million Vermont market! One order, one bill, one buy home-delivers your client's message into the area where 93.9% of the state's buying power is located. For details, write THE VERMONT ALLIED DAILIES, Rm. 516, Statler Office Bldg., Boston, Mass.

A Marketing Team at Bulova Talks to Chilton

"Our advertisements in the trade press keep

Founded by the late Joseph E. Bulova nearly 75 years ago as a small jewelry manufacturing firm, Bulova Watch Company, Inc., of Jackson Heights, Long Island, N.Y., is today the world's largest manufacturer of fine jeweled watches. It is also an important supplier of precision components for national defense and military research and industry through its subsidiary, Bulova Research and Development Laboratories, Inc. The largest consumer advertiser in the watch industry today, the company has pioneered in consumer sales promotion and trade advertising. Among those responsible for its present consumer products marketing activities are Emanuel Hochman, Vice President and Director of Sales; Tad Jeffery, Vice President and Director of Advertising; and R. Harvey Whidden, Vice President in Charge of Marketing. We recently asked these executives to tell us something of Bulova's use of the trade press and the part it plays in the company's integrated marketing program, each from his particular point of view. Highlights of their replies make interesting and profitable reading . . .

Emanuel Hochman **Tad Jeffery** **R. Harvey Whidden**

the paper. Much comes to the city desk as straight publicity, and not as an instruction from the advertising department.

■ The question of whether there is "anything inherently wrong in one department of the newspaper being able to dictate to the editorial department" provoked a flurry of opinions among both the official panel and the professional ad men in the audience.

• "In any situation the editor may take a problematical b.o.m. back to the business office, or throw it out of the paper," Mr. O'Bryan commented, "—even advertisements. In Scripps-Howard chain policy, the editor is over the business manager."

• Interjected Eugene Lemcoe, advertising manager of the *Post*, "The advertising department cannot dictate whether a b.o.m. will run or not. It is true [they may dictate] up to a certain point. But the editorial department has the final say. It's their space."

• The editorial department has the final say at the *Chronicle*, Mr. Sanders added. "If we have good reasons for not running a b.o.m., our business office gracefully agrees to it."

■ The b.o.m. problem extends to broadcast media, Harry Dollahite, *Press* ad chief, asserted. When a company public relations man tells the newspaper business office, or the editor, that broadcast media are going to run a story within the next few hours, it puts them on the spot—whether the item is legitimate news or not.

In defense of "space chiselers," Ben Kaplan, public relations agency chief and former *Press* reporter, asserted, "The worst offenders are the newspapers themselves. They operate boiler rooms—into which I have cast my share of boiler plate in behalf of various clients." He singled out the special section together with the locally-written columns as the chief offenders.

■ Panel members agreed that special sections are being better written, and becoming more interesting to readers while at the same time using fewer "puff" stories. Recent oil centennial special sections of the Houston newspapers were cited as outstanding examples of how far you can go in making such sections highly readable, despite their being primarily b.o.m. material. #

CHEESECAKE, TOO—*Northeast Airlines is advertising the fact that it is now offering fare from Lindy's, well-known New York restaurant frequented by celebrities, to passengers for a small extra charge.*

To Become 'Toy Retailer'

Toy Journal, Atlanta, Ga., will change its name to *Toy Retailer* and become a national publication in January. Current controlled regional circulation of 6,114 will be increased to 12,405 and the publication's base advertising rate will be $340.

Heublein Names B&J for PR

Heublein Inc., New York, producer and distributor of Smirnoff vodka, Heublein cordials and cocktails, and other liquors and various food products, has appointed Bozell & Jacobs counsel for financial and corporate public relations. No advertising accounts are involved.

Haughton Adds Two

Haughton Advertising, Philadelphia, has been appointed to handle advertising and pr for Charles E. Pusey, realtor, Wayne, Pa., and Robert Russell Homes, Philadelphia, home builder.

our customers accurately and speedily informed"

Mr. Hochman says, "Trade magazines are an important aid to our sales organization and to the thousands of jewelers who handle Bulova products in cities and small towns in every part of the country. Our advertisements in the trade press keep our customers accurately and speedily informed of our new products and styling or engineering advances, advise them of the products and lines featured in our national print and other advertising, provide latest price information, and describe the vast quantity of promotional display material available for use at the local level. Providing tips on business management, information on vital legislation in their field, and many other items of important news in their industry are other important functions that are performed best by the trade press."

Mr. Jeffery says, "While Bulova for many years has been the jeweled watch industry's largest user of consumer advertising media, we realize that the sales of all Bulova products—watches, radios and stereophonic phonographs—depend not only on consumer advertising, but upon the effective integration of sales promotion, merchandising and related activities at all distribution levels. Trade press advertising is particularly important in this connection, as it provides an up-to-date information link to our thousands of jewelers nationwide."

Mr. Whidden says, "Although a great portion of our advertising is directed to the consumer, we nevertheless recognize the strong informational service the trade magazines provide us. I have noted that market trends and special marketing approaches are often revealed and confirmed in our industry trade press. It gives us a constant and realistic familiarity with current trade practices."

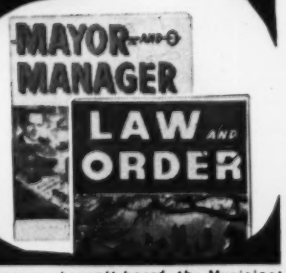
Trade and industrial publications serve an area unduplicated by any other selling force. They make it possible for you to talk with customers and prospects on common ground—at a time when they are seeking information and are most receptive to your message.

Chilton is one of the most diversified publishers of trade and industrial magazines in the country—a company with the experience, resources and research facilities to make each of 17 publications outstanding. Each covers its field with the dual aim of editorial excellence and quality-controlled circulation. The result is confidence on the part of readers and advertisers alike. And confidence is a measure of selling power.

Chilton COMPANY
Chestnut and 56th Streets
Philadelphia 39, Pennsylvania

Publisher of: Department Store Economist • The Iron Age • Hardware Age • The Spectator • Automotive Industries • Boot and Shoe Recorder • Gas Commercial Car Journal • Butane-Propane News • Electronic Industries • Aircraft and Missiles • Optical Journal & Review of Optometry • Motor Age Hardware World • Jewelers' Circular-Keystone • Distribution Age • Product Design & Development • Business, Technical and Educational Books

there's money to be made in the MUNICIPAL MARKET!



In case you haven't heard, the Municipal Market is 35 BILLION DOLLARS BIG! And the one magazine aimed directly at the buyers and planners for more than 6,000 U. S. communities with populations of 1,200 or over, is MAYOR AND MANAGER. Read by 7,683 (BPA) executives, MAYOR AND MANAGER is the ideal setting for your "municipal product."

And, did you know that police executives annually spend TWO AND ONE HALF BILLION DOLLARS for police equipment and supplies? To reach and sell 7,415 (BPA) chiefs costs less than 2½¢ a contact in LAW AND ORDER. The total average circulation of 12,834 (BPA) makes LAW AND ORDER the most widely read police publication in America!

BPA NBP

For details, write or contact:

MAYOR and MANAGER
LAW and ORDER
72 W. 45th St • New York 36, N.Y. • MU 2-6606

Jack Wrather's Syndication Biz, Kingsley Prez of U.S.-Brit. Setup

Hollywood, July 8.

The Jack Wrather Organization, 'elefilm producers and owners of dio and tv stations, has forged a 'porate link with British com- rcial programmers, and entered syndication field both here and ad.

le of the newly-organized ny is Independent Televi- Corp. (ITC), with Walter y, former sales manager of ndicated sales, as prest- ngsley is now in the proc- tting up an international anization to serve both nd market-by-market tv

Wrather in the venture ted Television, Ltd., corporated Television Co., Ltd., (ITP) of arl M. Loeb, Roades Street investment d with Wrather in s.. Initial capital- w firm is $2,500,- uction budget of for the first

r Organization sociates ATV anteed to de- imum of four the new firm TP combina- in the tele- assured in via the eup.

anization, e Lone eston of moving w pro- "Ad- lated. y ac- hin- and prez d of oth in yland Ho-

in the past has of co-production ding "Robin Hood," by Official Films, "William ," currently being handled by National Telefilm Associates; and "Invisible Man," another with Official.

Kingsley, topper of the new syndication outfit, is now in the process of setting up an integrated sales and distribution organization for both the national and market-by-market level. Outfit, in addition to the provided product supply from Wrather and British partners, will make outside deals as well.

Serving on the board of directors with Wrather as chairman and Michael Nidorf as vice-chairman, are John L. Loeb and Clifford Michel, senior partners of Carl M. Loeb, Rhoades & Co.; Monte Livingston, of the Kaplan, Livingston, Goodwin & Berkowitz law firm; William Shay, v.p. of the Wrather Organization; and Walter Walz, of Loeb, Rhoades.

Representing the British interests will be Prince Littler, chairman of the board of ATV and ITP; Val Parnell, managing director of the London Palladium and ATV; Lew Grade, deputy managing director of ATV and others.

Understood Wrather's current contract with Televis on Programs of America for foreign distribution of "Lassie" and other deals on Wrather properties is not affected by the new move.

VARIETY

ITC's $2,000,000 Profit In ABC-TV Gale Storm Buy

Independent Television Corp. pulled a neat coup in its sale of the "Gale Storm Show" to ABC-TV, chalking up a profit of about $2,000,000 in a quick turnover of the property.

Last October, ITC bought the property from Hal Roach Studios for about $2,000,000. Involved were 111 episodes, including the current series now being runoff on CBS-TV. Deal also included fresh production on the show, on which Roach would share at a certain percentage.

Four months later, it took the property and sold it to ABC-TV for about $5,000,000. The ABC-TV deal involves from 99 to 111 rerun episodes, with the web given multiple run rights over a three-year period. Another important facet of the three-year ABC-TV deal is that the web contracted for a minimum of 26 fresh "Gale Storm" episodes, slated to unreel in prime evening time next fall.

Involved in the wheeling deal operation—the first for ITC under Walter Kingsley's piloting—were negotiations with [illegible]

DAILY VARIETY

Wed[illegible] 22, 1959

Lambert Takes Full Tab On Night 'Gale Storm'

New York, July 21. — Warner Lambert Co. has purchased full sponsorship of nighttime version of "The Gale Storm Show" on ABC-TV for fall for 26 weeks.

Network is switching the show Thursdays at 7:30 to serve as a ad-in to the Donna Reed stanza viously, it was inked [illegible] dnesdays at [illegible]

THE Hollywood REPORTER

ABC, In $3,000,000 Deal, Gale Storm Show Away F[illegible]

New York.—In a deal involving a commitment of m[illegible] by ABC to Jack Wrather's Independent Television Corp., will move to that network from CBS, according to Thomas in charge of programming and talent.

ABC has ordered production of 26 new subjects for an evening show in the fall and has acquired 99 old subjects for daytime programming across the board.

Daytime strip will start April 13 from 2:30 to 3 p.m. No definite period has been set for the fall evening show, Moore pointed out, although Friday, 8:30-9, is being considered. CBS also benefits from the deal because of a settlement for its summer repeat rights to the current Storm Show, which goes off its web April 11.

[illegible] deliver[illegible] strong film[illegible] he hope of[illegible]

[illegible] fate of[illegible] d. Nestl[illegible], current[illegible] d beyond[illegible] . okayed[illegible] ow and[illegible] n," [illegible]

[illegible] or the [illegible] Show, featu[illegible] [illegible] Pitts and Roy Roberts will begin its Monday through Fri[illegible] day daytime run on the we[illegible] April 13.

I T C MEMO

ITC SELLS GALE STORM SHOW TO ABC-TV IN RECORD FIVE-YEAR PACT!

VARIETY

ITC's $2,000,000 Profit In ABC-TV

THE Hollywood REPORTER

'Fury' Renewal 2d Web Sale For ITC

On the heels of its $5,000,000 sale of the Gale Storm telefilm series, "Oh, Susanna," to ABC, Jack Wrather's Independent Television Corp. has completed another network sale with the renewal of "Fury" for its fifth year on NBC-TV by General Foods and Borden, Walter Kingsley, president of ITC, announced y

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ITC is ov
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BROADCASTIN

THE BUSINESS WEEKLY OF TELEVISION AND

Borden Co., General Foods Renew ITC's "Fury" for 5th Year

Independent Television Corp. reports filming of 22 half-hou tv shows will start June 22 a Gower Studios, Hollywood. T will be seen for the fifth year TV this fall (Sat. 11-11:30 sponsors of the series, al fifth year, are The Bord Post Cereal Div. of Ge both through Benton & B

RADIO DAILY—TELEVISION DAILY

Wednesday, March 11, 1959

ITC Sets "Fury" For 5th Year On NBC-TV Network

NBC-TV network will telecast Independent Television's "Fury" series for its fifth year. The ITC network sale, ITC's second this year, was made through Benton & Bowles for General Foods and The Borden Company.

Under the renewal contract, the new "Fury" series begins on Oct. 10, runs for 52 weeks.

ITC recently sold to ABC-TV its "The Gale Storm Show, Oh Susanna" in a deal said to involv $5-million.

"Fury," originally a m
and acc

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MEMO

ITC'S "FURY" RENEWED BY GENERAL FOODS AND THE BORDEN CO. FOR 5TH YEAR ON NBC-TV!

THE

ABC, In $3,000,000 Deal, Dro Gale Storm Show Away Fro

New York.—In a deal involving a commitment of more tha by ABC to Jack Wrather's Independent Television Corp., the G will move to that network from CBS, according to Thomas W. in charge of programming and talent.

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loy Roberts,
through Fri-
the web

VARIETY

THE Hollywood REPORTER

Campbell's Renews 'Lassie' For 6th Year

Campbell's Soup, which has sponsored "Lassie" series since its 1953 videbut, has renewed for another year, with new batch of 39 half-hour segments to roll before Jack Wrather org cameras in May for CBS-TV airing. Same cast remains: Jan Provost, June Lockhart, Hugh Reilly and George Chandler.

Sherman A. ducer, with R and Hugh M

exec producer

VARIETY

'Lassie' Set for '59-'60

Campbell Soup, which has b "Lassie" since its '53 bow, has newed for the show next se on CBS-TV.

Sherman A. Harris, ex ducer for the Jack Wrat ganization, will be in production of the new Robert Golden as pr Hugh McCollum as supervisor. Shooting series is slated to May

ABC Gol

by ABC will m in ch ABC subi fall fo b

to the cur off its web A

I T C

MEMO

ITC HOLDS DOWN CBS-TV 7:00 SPOT FOR SIXTH YEAR WITH LASSIE

RADIO DAILY—TELEVIS

Wednesday, March 1 1959

ITC Sets "Fury" For 5t Year On NBC-TV Netwo

NBC-TV network will telec Independent Television's "Fur series fifth year. The IT netwo ITC's second th year, ough Bento & F ods and Th

DAILY VARIETY

'Lassie' Renewed

"Lassie" has been renewed for next season by Campbell Soup, sponsors of the tv series since New series of 39 programs in May, fore the cameras in charge of rman Harris in charge of Robert Golden produc- ugh McCollum produc- egan W supervising Diamond and the

RADIO DAILY—TE ION D

Thursday, Ma 1959

Campbell Sig "Lassie" Renewal For New Season

Campbell Soup will continue its onsorship of the "Lassie" TV gram for the coming year. The series of 39 programs, which be presented over approxi- v 100 CBS-TV network sta- beginning in September, started in production by Wrather Organization in d in May. Campbell sponsored the "Lassie" ce its first appearance ptember 1953.

t Television Corpor- tor of the series, "Lassie" audience 5-million on each ht telecasts, and w telecast in 22

VARIETY

ITC's ... [illegible]

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

'Ding Dong' in 27 areas • *Ding Dong School* (tv kindergarten), distributed by Independent Television Corp., N.Y., has been renewed in 27 markets before the series makes its fall start... kets, Henry G. Sape... the series, says. Proc... series for ...

RADIO DAILY—TELEVIS... Wednesday, March ... 1959

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...n NBC-TV Networ...
...V network will telecas...
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...ROADCASTI...
...E BUSINESSWEEKLY OF TELEVISION AND ...

...v Syndication Plan Readie...
...'Ding Dong School' on Film...

...ns for national syndication of the ... *School* children's series to advert... ...xt March—perhaps through the ... ...g Jack Wrather Organization—w... ...ed last week.

...newest project marks another step ...ried fortunes of the pre-school pr... ...seen on NBC-TV in the mid-fifti... ...bsequently slated for the Sylvester ... ...Weaver network that never materia... ...More recently, WGN-TV Chicag... ...ed plans to offer videotape versions ...eries, which it has been carrying ...ce Aug. 26, 1957, to other stations ...untry.

...t announcement, Ward L. Quaal, ...dent and general manager of ...-TV, and Dr. Frances Horwich, ...ar, said that the program will be ...inally via film early in 1959. ...orted, it will con... ...until a

...oddess of the... ...turns Via Bo... ...T...

...INE LANE

...questions most asked through th... ...Horwich—Miss Frances of the Din... ...urns to TV today—have been comp... ...The Magic of Bringing Up Your C... ...). Publication of this book last w... ...pt.) and the half-... ...urned this morn... ...on Channel 13 ...ing Joy to the ...throughout the ...nce 89 cities ...(this month) ...ny parents ...charm and ...to com... ...Dr. Hor... ...e Ding... ...in 1952 ...set of ...found ...reat ...n of ...ad ...ini...

MISS FRANCES

...fect of learning to read must be ...forestalled with this educator. "Despite what people say, ...more children are learning to ...read more easily now than ever ...before." Some of the reasons for ...cksliders, she lists: "Not inciting a ...in reading a ...chief fault ...to learn ...

VARIETY

...ednesday, June 10, 1959

Ding Dong' Digs Up $500,000 In Spot Biz on Syndicatio...

"Ding Dong School," the Dr. Frances Horwich series revived via syndication, has about $500,000 worth of "built-in" spot biz riding for it on its current market-by-market trail.

Henry G. Saperstein, whose production company is doing the show, said that out of 20 participations slated for the half-hour daytime stripper, 10 have been accounted for via regional and national spot deals. The remaining 10 spots will be available for local sponsors.

Topper of H. G. Saperstein Associates also spoke of his other shows, "All Star Golf," slated for its third season on ABC-TV starting this fall, and "Championship Bowling," syndicated show now going into its sixth year of filming and distributed by Walt Schwimmer's Chicago-based outfit.

"Ding Dong" is distributed ... Independent Television Co... which has racked up sales in ... 50 markets. "Ding Dong" is b... produced on both film and ... with the purchasing stations ... given the option on which ... they want.

Spot buyers lined up f... scheduled Monday-through... daytime half-hour show ... Cotos Marsh, Crayola, ... Character Doll, Playskool ... and Rainbow Craft. ... signed up for 13 weeks ... usual options.

Stations signing for th... clude: WNTA, N. Y.; ... cago; KTLA, Los Ang... Philadelphia; CKLW ... WTAE, Pittsburgh; ... Louis; WMAL, W... WMAR, Baltimore; ... WLW-A, Atlanta; ... apolis; KTNT, Seattl... Memphis.

Film Vs. Tap...

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HERALD TRIBUNE ... TUESDAY, ...

...rie Torre Reports

'Ding Dong School' Back On 100 Major Stations

"Ding Dong School" is one of those programs that every one has always said *should* be on television and . . . well, now it is!

Evicted from the NBC network three years ago amid a storm of protest that almost re... en masse to the office of Robert... "Ding Dong S...

I T C MEMO

ITC LAUNCHES SMASH SUCCESS RETURN OF MISS FRANCES AND DING DONG SCHOOL

PIONEERS DUAL DISTRIBUTION OF SERIES ON FILM AND TAPE

...children," she said, "but the trouble is ... fighting for TV programming for ... her answer. talking about it ...

VARIETY

ITC - $0.00 ...

...ns Here

TUESDAY

...rie Torre Reports

DR. FRANCES HORWICH,

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RADIO DAILY—TELEVIS...

Wednesday, March ...

...AIL

...s "Fury" For 5th

NBC-TV Network

...will telecast

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VARIET...

Four Just Men' Hot on Sales Front

Independent Television Corp.'s ... 55 markets firm for "Four Just Men," company's first entire-hour new syndicated telefilm entry. To boot, it appears as though by the end of the week, 19, and possibly more, markets will be absolutely firmed up for a sales gross of $1,100,000.

...ROADCASTIN...

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...syndication of the D...

...en's series to advertise...

...erhaps through the fas...

...ther Organization—wer...

...oject marks another step in...

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NBC-TV in the mid-fifties

...ly slated for the Sylvester L.

network that never material-

recently, WGN-TV Chicago

...ans to offer videotape versions

...which it has been carrying

Aug. 26, 1957, to other stations

try.

announcement, Ward L. Quaal,

...ent and general manager of

TV, and Dr. Frances Horwich,

...ar, said that the program will be

...nally via film early in 1959.

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RADIO DAILY—TELEVISION DAILY

Wednesday, September ...

'Four Just Men' Sold To 138 Markets

West Coast Bureau of RADIO ...

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...Spot...

...ITC TAKES SYNDICATIONS BOLDEST STEP WITH THE MOST LAVISH ALL-STAR SERIES EVER OFFERED IN FIRST RUN LOCAL MARKETING!

THE FOUR JUST MEN
DAN DAILEY
JACK HAWKINS
RICHARD CONTE
VITTORIO DE SICA

I T C

MEMO

VARIETY

Wednesday, Septe... 2, 1959

100-Market Sales On '4 Just Men'; Big O'Seas Take

Independent Television Corp.'s "Four Just Men," produced by Sapphire Films in England, has come through on the syndication sales front with flying colors—representing breakthrough for British product in the American market.

ITC may not be able to crow about the profits which will accrue to the producers. The talent billing is ... Dan ...

RADIO DAILY—TELEVISION DAILY

Wednesday, August 12, 1959

ITC 'Just Men' Sale... Top Million in 4 Weeks

"Four Just Men," film series produced in Engl... cost ... nearing $2,000,00... gross sales of $1,0... four-week perio... been offering t... syndication fiel... the series in 74... and CBC has b... nadian station...

The new re... markets tota... were announ... by ITC syndi... Hardie Friel... include an a... markets in ... Oregon; Kr... tal Oil ...

VARIETY

Wednesday, July ... 1959

Ink 3 Regionals On '4 Just Men'

Independent Television Corp. has lined up three regionals for its "Four Just Men," each regional in a different section of the country. North of the border, ITC sold the show to the Canadian Broadcasting Corp.

Skein was made by U.K.'s Sapphire Films, as a coproduction with Jack Wrather Organization. It stars Dan Dailey, Richard Conte, Jack Hawkins and Vittorio De... In the east, Sch... inked for ni... of N...

...Goddess of the Nurs... Book, TV

...ated through the ...

...Frances of the Ding-D...

...have been compile...

...ging Up Your Child...

...this book last week...

VARIETY

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

August 3, 1959

• Total of markets sold Independent Television Corp.'s film series has risen to 103 with a recent purchase announced, by Garrett Freightlines, Salt Lake City, for seven western markets. The programs, which deal with the trucking industry, will originate at KSL-TV Salt Lake City and will be beamed via microwave relay over the Skyline Network to the following stations: KBOI-TV Boise, KID-TV Idaho Falls, KLIX-TV Twin Falls, all Idaho, and KSLF-TV Butte, KFBB-TV Great Falls and KOOK-TV Billings, all Montana.

Cannonball

RADIO DAILY—TELEVISION DAILY

Wednesday, March

'Four Just Men' Sold To 138 Markets

VARIETY

ITC Expands Its Release Schedule

Independent Television Corp. has hit a releasing stride which tops that of its absorbed Television Programs of America, puts it at the forefront of the majors.

'Dong' Digs Up $500,0 Spot Biz

'Jeff's Collie' Even Gets His Own Task Force

Independent Television Corp. has formed a special Jeff's Collie Division, similar to that formed years back by Ziv on "Cisco Kid." Division, made up of a six-man task force at this stage, now is hard at work preparing for the bulk of renewal orders.

Headed by Al Unger, the unit already has chalked up a good percentage of the early renewals and have signed up some markets for a full three-year deal on the off-network ("Lassie") entry. (The majority of the first year contracts expire in the fall period.) Show currently is being telecast in 167 markets.

Markets coming in for a full three years of "Jeff's Collie," now include Albany, N.Y., Norfolk, Va.; Cincinnati, South Bend, Ind.; and Honolulu. The three-year roster at this date is about 11 markets. Renewals on the early dates have been scored in about 85% of the markets, the roster approximating 14 markets.

One of the big pitches to stations and sponsors is the all family appeal of the show, backed by a rating and advertising roster showing the adult appeal of the skein. Among the representative sponsors currently riding the show are a wide sampling of advertisers pitching strictly to the adult trade. Roster includes Pearson Ford, San Diego, First National Bank of Oregon, Miami Security Bank & Trust, et al.

Unger also heads up Arrow Productions, ITC's rerun division, operated separate and apart from the Jeff's Collie unit. Exclusive handling of the Jack Wrather Organization property was dictated by the desire to get maximum mileage for the longterm program commitment.

ITC SETS A RECORD WITH SIX SHOWS PUT INTO SYNDICATION IN SEVEN MONTHS!

THE FOUR JUST MEN
BRAVE STALLION
DING DONG SCHOOL
SERGEANT PRESTON OF THE YUKON
CANNONBALL
JEFF'S COLLIE

'Sergeant Preston' Now Sold In 95 Markets

Recently offered in syndication after three-year run on CBS-TV, "Sergeant Preston of the Yukon" has been sold in a total of 95 markets, it's revealed Walter Kingsley, president of International Television Corporation, which is syndicating the series for Jack Wrather. As reported, Colonial Stores of Atlanta picked up the series for 16 markets in eight Southern states (candy), for New York, Chicago, and Boston.

RADIO DAILY—TELEVISION DAILY

Wednesday, September 9, 1959

'Four Just Men' Sold To 138 Markets

West Coast Bureau of RADIO DAILY

Hollywood—Jack Wrather's International Television Corporation, has pacted its "Four Just Men," series in a total of 128 markets, 80 in U.S. cities and 38 in Canada. The International Production, filmed in various locales, co-stars Richard Conte, Dan Dailey, Vittoria De Sica, and Jack Hawkins.

the Nu Book

markets total
were announc
by ITC syndication sales manager
Hardie Fr
include an auto distributor for six markets in California, Utah and Oregon; Kroger Stores, Continental Oil, General Electric, Duke

VARIETY

ITC's Black Ink Status As Deals Start to Multip

A new hum pervades the offices of Independent Television Corp.—referring not to Muzak but to the hum of money.

On top of the "Gale Storm" three-year deal with ABC-TV, ITC got a fifth year renewal with NBC-TV on "Fury," with Bordens and General Foods picking up the tab for the Saturday morning show.

On the syndication level—the vital area to ITC—the outfit has weathered the storm of the last few months and, according to an ITC exec, is now operating in the black. When ITC took over Television Programs of America last October, the first few months of operation were in the red. It was a period matched by the inauguration of the sales force under the new syndication general sales manager Hardie Frieberg, with some dislocations and additions of new personnel.

ITC states that since January the expanded syndication department has been in the black. Frieberg's organization now is said to have racked up over $1,000,000 in gross billings on "Cannonball" in 90 markets. Syndication department still is on an expansion program, seeking 20 additional markets for the division, which includes regional, local and rerun

A new division recently set up under Fitzhenry's domain is a sales force division, with sales-men of the unit exclusively devoted to the sale of "Lassie," "Jeff's Collie," in syndication).

VARIETY

Wednesday, 1959

Syndication Ride For Foreign Car Maker... ITC Deals

"Three" auto mak-Ford, Chrysler -poised to en-y-car market, are turn-to exploit

VARIETY

July 22, 1959

Ink 3 Regionals On '4 Just Men'

Independent Television Corp. has lined up three regionals for its "Four Just Men" each regional in a different section of the country. North of the border, ITC sold the show to the Canadian Broadcasting Corp. It was made by U.K.'s Sapphire Films, as a coproduction with Organization. It stars Richard Conte, Jack Vittorio DeSica

DAILY—TELEVISION

Tuesday, July 21, 1959

Drake-Chunkie Sponsor ITC Series in New York

ITC's "Brave Stallion" has been sold to Drake Bakeries (the first entry into TV), and Chunkie Chocolates for co-sponsorship over WPIX here. The total number on the

TV

Fri., July 24, 1959

7 More For 'Cannonball'

"Cannonball," Independent Television Corp.'s syndicated series has been purchased for sponsorship on seven stations in Utah, Idaho and Montana by Gar Freightlines of Salt Lake City, bringing total sales on the series to 105 markets.

"Ding Dong" Dig... Spot Bu...

"Jeff"

MEN

ITC

ITC'S SALES SOAR WITH PACTING OF GIANT REGIONALS!

GENERAL FOODS

DREWRYS, LTD.

STANDARD OIL OF TEXAS

KROGER CO.

STAG BEER

SUN OIL CO.

HENRY HEIDE

SCHAEFER BEER

VOLKSWAGEN

GENESEE BEER

CONTINENTAL OIL CO.

CHUNKY CHOCOLATE

PROGRESSO FOODS

PEARSON CANDY

OKLAHOMA GAS AND ELECTRIC

...Dong School," ...ries rev... ...about ... ...-in" spot ... ...current ma...

...ket ... ...were ... ...by ITC ... Hardie ... ...includ... ...marke... Orego... ...Stores, Continental Oil, General Electric, Duke Power & Light...

VARIETY

ITC's Black Ink Status As Deals

...k & Syndication Ride
...Foreign Car

...ls

VARIETY

Wednesday, September 2, 1959

ITC's Unique U.S.-U.K. Status With Full Program Spread on British TV

Because of its British partners, Independent Television Corp. (ITC) finds itself in a unique position. It's the only telefilm outfit in the States that can offer a U.S. producer a guaranteed sale in the tight, but No. 1 foreign market of England.

That guaranteed sale situation is creating ripples in the trade, with many top American shows going begging in the U.K. ITC has had a number of bids to take on foreign distribution of certain shows, but at this point is holding off on making any decision. In some cases, ITC is holding out for full distribution rights to properties, using its guaranteed sale in the U.K. and its success in other foreign markets, as its trump card.

ITC, partnered by the Jack Wrather Organization and Associated TeleVistion (ATV) in England, has sold every one of its 18 shows in England. Many of them were properties of Television Programs of America, acquired by ITC and sold prior to the acquisition of ITC's formation. ATV has picked up "Gale Storm" ... "Gale Storm" ...ston of the Yu-...

Such American hit series frequently making the top 10 as "Danny Thomas Show," "Rifleman," "Father Knows Best" and "Real McCoys" are unsold in England. ITC also is doing very well in Canada and has hoisted a sold out flag in Australia. Mexico, another of the major foreign revenue producing markets, also is ladened with ITC product.

In Canada, the second largest ...TC sold the ...

VARIETY

Britain's ATV Prospect Bright Picture, $25...

London, Feb. 10.

Associated TeleVision, the commercial tv outfit which has the weekend franchise in London and the weekday contract in the Midlands, has applied to the Stock Exchange for permission for dealings in its stock. To conform with the requirements it has published a prospectus giving a background history of the company, a picture of its ramifications and a forecast of its prospects.

Two major aspects stand out in the prospectus. The first is the rapid growth in the revenue of the company, which has more than trebled in three years; and the wide extent of its overseas and ancillary interests, including its American holdings in Independent Television Corp., its substantial buy into Australian broadcasting and tv, its 50% stake in Pye Records and an investment of $1,400,000 in British Relay Wireless and Television, which is a leading distributor of piped tv. Additionally, ATV is negotiating with the Muzak Corp. to obtain a concession on a royalty basis in the UK and Ireland for the distribution of background music on the lines developed by Muzak in North America. The terms for such a concession have been agreed in principle and a formal agreement is expected shortly.

ATV also owns the freehold of the National Studios at Elstree, the Wood Green Empire, which is its principal studio, and has acquired ...all Gasworks site at over ... as a tv ...

VARIETY

Wednesday, August 19, 1959

ATV's $4,500,000 to Convert Studio From Pix to TV; Adds Four Stages

London, Aug. 25.

Decision by Associated TeleVision Ltd., commercial web serving the Midlands during the week and London on Saturday-Sunday, to convert National Studios, Elstree, from a movie studio to a tv studio will mean, eventually, abandoning its existing outfits at Highbury and Hackney in London. New ... terms of stages will be ... much as Highbury and ... have one each and the ... revamp will provide six. ... ATV intends to spend $... the conversion and have ... operating at National ... ar. It will install the ... t not only for live ... ut also for taping ... Vidpic product ... ubsidiary, Independent ... Corporation, Ltd. ... ed excepting the ... lations ...

VARIETY

Wednesday, August 19, 1959

Marketing

Canada's weekly newspaper for advertising and sales executives

Collins and ATV Seek Five Top Cdn. Outlets

IN SIGHT

Under the present single-station setup in Canada, decent-sized deals can be made only with the CBC. But, when competing licenses are granted, the new ste... popular like to ... three ... the ... other ... will ... out 30% ... aiming ... Montreal ... Ed...

there, the present picture's far from gloomy. ATV Group profit before taxation for the year ended April 30 was $14,886,000, the parent company's profit being around $7,282,800. Balance available for appropriation was $8,537,000.

Littler reaffirms in his statement that ATV would welcome ...

ATV

ITC'S BRITISH AFFILIATION ATV HAS PEAK SALES YEAR WITH A $14,886,000 PROFIT!

...Dong ... Spo...

...Jeff's ... Even ... Own ...

Independent ... has formed a sp... Division, similar ... years back by Zi... Division, made u... task force at thi... hard at work pre... bulk of renewal o...

Headed by Al U... already has chalke... percentage of the o... and have signed up a ... for a full three-year ... off-network ("Lassie") ... majority of the first ye... expire in the fall per... currently is being telec... markets.

Markets coming in ... three years of "Jeff's Co... include Albany, N.Y.; Nor... Cincinnati, South Bend, ... Honolulu. The three-ye... at this date is about 11... Renewals on the early d... been scored in about 85... markets, the roster appro... 14 markets.

One of the big pitches ... tions and sponsors is the a... appeal of the show, back... rating and advertising root... ing the adult appeal of th... Among the representative ... currently riding the show... wide sampling of advertiser... ing strictly to the adult ... Roster includes Pearson Fo... Diego, First National Bank ... gon, Miami Security Bank &... et al.

Unger also heads up Arrow ... ductions, ITC's rerun divisio... erated separate and apart ... the Jeff's Collie unit. Exc... handling of the Jack Wrathe... ganization property was dic... by the desire to get maxi... mileage for the longterm pro... commitment.

...ich what sug... ...s to provide m... ...sense of futilit... ...fighting for T... ...the trouble i... ...ir own groups,

...include an auto distributor for six... markets in California, Utah and Oregon; Kroger Stores, Continental Oil, General Electric, Duke Power & Light, and other regional buyers, including six ...

...ANCES ...g to read must be... this educator, ...at people say, ...are learning to ... now than ever ... the reasons for ...ists; ...child's inter... holding it le... must ...

ITC Grossed $4,346,258 From Foreign Markets

Independent Television Corporation ended its first year of operation with a foreign sales total of $4,346,258, according to ITC President Walter Kingsley yesterday. For the year ended Sept. 1, he said the total represented $1,721,890 in the Western and $2,624,368 in the Eastern Hemispheres from combined sales activities of ITC and its sub-distributor, ITC, Ltd. of England. Kingsley said his company is now providing 188 weekly half-hours of TV shows outside the U. S., with 19 properties currently sold and running in 39 countries abroad. Kingsley added that ITC is "sold out" in England, Australia and the Philippines.

KINGSLEY

The soaring growth period in foreign TV and ITC's foreign distribution because of its British partners, were the two factors which Kingsley said weighed "heavily" in ITC's international accomplishment."

Quota Restrictions

Pointing out that the B quota restrictions, which th unofficial, are exceedingly tive in limiting the telecast foreign product to 14 per total commercial programming, Kingsley said that TV producers find themselves in the same position motion picture producers were in when they had to turn to foreign sales for a good portion

BROADCASTING
SINESSWEEKLY OF TE ON AND RADIO

wn Mexico way • Independent ion Corp. has sold *Four Just* film series for firm 52 weeks can division of Chrysler Motor Fabrica Automex S. A., via d General, Mexico City, ad- agency) which paid $40,00C in all four tv markets in tha Foreign sales for Fo total $ TC's dire rought in 000.

VARIETY

Wednesday, Dec 23, 195

ITC's $4,346,258 O'seas Sales In Yr.

Foreign sales for Independent Television Corp. for its first year of operation ending in Sept. 1 totalled $4,346,258. The sizeable gross represented $1,721,890 in the Western Hemisphere and $2,624,368 in the Eastern Hemisphere from the combined sales activities of ITC and its sub-distributor ITC, Ltd. of England.

ITC currently has 19 properties currently sold and running in 39 foreign countries.

DAILY VARIETY

Wed... Sept. 23, 195

ITC Foreign Sales Hit $4 Million 1st Yr.; 3d Of All Take

Independent Television Corp.'s foreign sales totaled $4,346,258 in its first year of operation ended Sept. 1, prexy Walter Kingsley reported yesterday. Although Kingsley didn't bring the matter up, the foreign sales accounted for 31% ITC's total gross, reported two weeks ago at nearly $14,000,000.

Breakdown on sales abroad ed revenues of $1,721,890 sales in the western hemi- (Canada and Latin Amer- d $2,624,368 in the eastern ere (United Kingdom, Africa and the Far East). ern hemisphere includes e by ITC Ltd. of Eng- sub-distributor.

laid the heavy interna- es on "the soaring riod foreign tv is achiev- on the unique nature of setup, which is owned and As- of Lon- owner- qualifies and ITC England e setup. ase ITC

ding a irs out- es cur- 39 for- d.

ITC Foreign Sales $4,346,258 In First Year of Operation

New York.—Foreign sales of Independent Television Corp for its first year of operation ended Sept. 1 totaled a terrific $4,346,258, according to figures released yesterday by president Walter Kingsley.

Of the sum, $1,721,890 was from the western hemisphere (Latin America and Canada) and $2,624,368 from the eastern hemisphere (Europe to Japan and Australia). Amount resulted from sales activities of ITC and its British sub-distributor, ITC, Ltd.

Company is now providing 188 weekly half-hour programs outside the United States, Kingsley said, with 19 properties currently sold and running in 39 foreign countries, and ITC is "sold out" in England, Australia and the Philippines.

ITC is jointly owned by the Jack Wrather Organization and Associated TeleVision, Ltd. with latter providing strong representation in the British market where import product is restricted to 14 percent of total schedules of commercial programming.

Japan Upping Its Vidpix Ceiling

Indications point to Japan increasing its ceiling of $300 per episode for telepix, according to Abe Mandell, manager of the foreign sales department of Independent Television Corp.

Mandell, who recently returned from a selling tour of the Far East, said that Japan's economy is mushrooming and that current sales of tv sets is running at about 200,000 a month. The ceiling, imposed by the Finance Ministry of Japan, has been a bone of contention among American exporters for quite a long while now.

'Buyers'' M

It takes a hot ... to make sales in th... can market in whic... vision show policy ... with the result that ... backlog of telefilm ... hanging that field. Th... of the South of the bo... tion was given here yes... Abe Mandell, ITC manag... ternational sales, Western ... sphere, in an exclusive in... by RADIO-TELEVISION DAILY, ... dell returned this week fr... trip to the northern sector o... Latin American area.

Mandell said his trip was hi... ly sucessful because his main pu... pose was to launch ITC's "Fou... Just Men" series in markets he... visited.

However, he added that the ... buyer's market, with as many as ... 50 to 60 properties being offered ... n Mexico alone has advertisers ... nd stations not only highly se... ective but they also are using ... heir buying leverage to bring ... rices down.

The Mexican situation, M... aid, is pretty much par... ther markets in ... he 50 to 60 ... amou...

VARIETY Wednesday, September 16, 1959

Black Ink for ITC After One Yr.; Grosses $13,989,787, 50% Over TPA

Independent Television Corp. (ITC) issued a "boom-boom" report on its first year of operation. Company reported a gross of $13,989,787 for the year ended Sept. 1, representing a 50% increase over the previous year's sales of Television Programs of America, the company ITC acquired by purchase shortly after its formation last year.

The report did not spell out any profit picture, other than saying that ITC since Jan. 1, has been operating in the black. Prexy Walt Kingsley stated that "each quarter of our first year operation has shown a marked increase over the previous one, indicating that the coming year will reflect even greater sales, production and distribution advance and momentum."

ITC, owned jointly by the Jack Wrather Organization and Associated TeleVision of London, said that plans call for at least four more programs to be added to the syndication list within six months. Outstanding sales in the third and four quarters of the present year include "The Gale Storm Show," sold to ABC for $2,500,000 with the Warner-Lambert Pharmaceutical as nighttime sponsor; the renewal of "Fury" for its fifth year by General Foods and Bordens; and the release and sale of five syndication skeins: "Cannonball," in 105 markets; "Sergeant Preston," 95 markets; "Jeff's Collie," 167 markets; "Brave Stallion," 102 markets; and "Ding Dong School," 75 markets.

Latest entry "Four Just Men" was reported to be sold in 101 U.S. markets, to the Canadian Broadcasting Corp., Fabrica Automex, S.A. for all of Mexico, to the U.K. and Australia, for a total gross take to date of $1,910,000.

Sale of Arrow Productions, the re-run division of ITC, with 11 programs on its sales schedule, for

$4,346,258 J'seas Sales In Yr.

Foreign sales for Independent Television Corp. for its first year of operation ending in Sept. 1 totalled $4,346,258. The sizeable gross represented $1,721,890 in the Western Hemisphere and $2,624,368 in the Eastern Hemisphere from the combined sales activities of its sub-distributor ITC,

ITC SALES REPORT
50% increase over TPA's 1958 figures

Independent Television Corp. has ended its first year's operations (as of Sept. 1) with $13,989,787 in gross revenue, a 50% increase over the previous year's sales of Television Programs of America which ITC purchased last year.

In a report released today (Sept. 14), Walter Kingsley, ITC president, also counted off these advances:

ITC is providing 1,200 hours of programming a week to stations and advertisers in the U.S. and 188 weekly half-hours throughout the rest of the world.

The company "has been operating in the black since Jan. 1" after three months of organizing sales and staffing. Each quarter of the first year's operation showed a "marked increase" over the previous one.

During the last half of this year, ITC sold *The Gale Storm Show—Oh! Suzanna* to ABC-TV for $2.5 m[illion] (Warner-Lambert Pharm[aceutical] is the sponsor) [and renewed] its fifth

$13,989,787 Gross In 1st Year of ITC's Global Operations

Marking a 50 percent sales increase over the previous year's level attained by TPA, which it acquired by purchase last year, Independent Television Corp. ended the first year of its global operation on Sept. 1 with a gross of $13,989,787, it's announced by ITC president Walter Kingsley.

ITC, jointly owned by the Jack Wrather Corporation and Associated TeleVision, Ltd. of London, is currently providing 1200 hours of programming a week to stations and sponsors domestically and 188 weekly half-hours throughout the rest of the world. Kingsley states that ITC has been operating in the black since Jan. 1, after an initial three-month organizational period.

Outstanding sales in the third and fourth quarters of the present year include a $2,500,000 sale of the Gale Storm Show to ABC, with Warner-Lambert Pharmaceuticals as sponsor; renewal of "Fury" for its fifth year by General Foods and Bordens; and release and sale of five syndication skeins: "Cannonball" in 105 markets, "Sergeant Preston of the Yukon" in 95 markets, "Jeff's Collie" ("Lassie" re-runs) in 167 markets, "Brave Stallion" re-runs) in 102 markets, and "Ding Dong School" version of "Ding Dong School" markets.

ITC plans to add at least four more programs to the syndication list within six months, Kingsley states. Latest entry, "Four Just Men," has been sold in 101 markets here, to the Canadian Broadcasting System, Mexico, the United Kingdom and Australia for a total gross to date of $1,-

VARIETY
Jack Wrather's ITC First Year Global Gross Is $14 Million

The Jack Wrather Associated Television Ltd.-owned Independent Television Corp. ended its first year of operations with a global gross of $13,939,787, a 50% increase over the previous year's sales of its predecessor company, Television Programs of America, Moreover, Kingsley stated, the company ITC prexy Walter Kingsley has been operating in the black since the first of January, following a three-month reorganizational period. Kingsley, reviewing sales in recent months, said the taped "Ding Dong School" is now sold in 75 markets, while "Cannonball" is in 105, "Sgt. Preston of the Yukon" in 95, "Jeff's Collie" in 102 and "Brave Stallion" in 102 markets.

New "Four Just Men" is sold in 101 markets plus Canada, the United Kingdom, Australia and Mexico for a global gross of $1,910,000 to date, he said. Total of 19 ITC shows are sold and running in 39 foreign countries, he said. ITC plans to re- [add] four more programs in the next six

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM

W. P. MARSHALL, PRESIDENT

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

1201

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

OB290 1 B26

OB511

SEP 18 1959

O BHA290 DL PD=BEVERLY HILLS CALIF SEP 18 314P MP=
WALTER KINGSLEY, PRESIDENT, CARE INDEPENDENT TELEVISION
CORP 488 MADISON AVE NYK=

MY SINCEREST CONGRATULATIONS AND THANKS, WALT, FOR THE VERY SUCCESSFUL AND EXCITING FIRST YEAR RESULTS FOR ITC. WHEN WE FORMED ITC WE TOLD THE INDUSTRY THAT THIS COMPANY WOULD BE ONE OF THE MAJORS IN THE BUSINESS OF PRODUCTION, SALES AND DISTRIBUTION OF TELEVISION SHOWS. ITC HAS COME THROUGH A YEAR OF UNSETTLED CONDITIONS IN THE TV INDUSTRY SINCE ITS BEGINNING ONE YEAR AGO AS A BRAND NEW COMPANY AND NOT ONLY HAS WEATHERED ITS FIRST

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

TELEGRAM
W. P. MARSHALL, PRESIDENT
1201
SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

OBHA 290 2

YEAR AGAINST STRONG COMPETITION BUT HAS WITHOUT QUESTION TAKEN ITS PLACE NEAR THE TOP OF ITS BUSINESS. WE HAVE DEVELOPED STRENGTH WITH THE SALE OF 4 NETWORK SHOWS AND 6 NEW SHOWS INTO SYNDICATION IN THE LAST YEAR. OUR UNEQUALLED STRENGTH IN THE INTERNATIONAL MARKET HAS BEEN PROVEN BY OUR DOLLAR VOLUME RECORD IN THIS BUSINESS, OUR GUARANTEED SALES SITUATION IN THE UNITED KINGDOM AND OUR CLOSE AFFILIATION WITH ASSOCIATED TELEVISION OF LONDON MAKE US AT THIS TIME THE DOMINANT AMERICAN COMPANY IN THE INTERNATIONAL FIELD. OUR EXPANDED PRODUCTION PROGRAM BOTH OF AMERICAN AND

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM
W. P. MARSHALL, PRESIDENT

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME

OBHA 290 3

INTERNATIONAL SERIES FOR 1960 MAKES US ONE OF THE MOST ACTIVE PRODUCTION COMPANIES IN THE BUSINESS. YOU SHOULD BE PROUD, WALT, OF THE POSITION THAT ITC IS IN AT THIS TIME. VERY BEST REGARDS=

BACK WRATHER CHAIRMAN OF THE BOARD.

This Week in Washington . . .

Ads in Strike May Lead Public to Say, 'Plague on Both Your Houses'

By Stanley E. Cohen
Washington Editor

WASHINGTON, Oct. 29—Hundreds of thousands of dollars have been spent to influence public opinion in the steel strike.

In the office of one of the government's top labor mediators yesterday, the question was raised: How does this kind of advertising affect the settlement of a labor dispute?

"If the purpose of the ads was to build public demand for government intervention, then the ads in the steel strike probably performed a function," this man suggested.

"But if their purpose was to win public support for one side or the other, I suspect that they merely led most people to conclude, 'A plague on both your houses'."

Here's a man with nearly a quarter of a century on the firing line in labor mediation work. "When I started out," he said, "management seldom said anything in public about its labor relations.

■ "Eventually, as professionals moved into business management, public relations experts were brought in to make sure that management's point of view was available to the press.

"Now we have reached a point where the public relations people are no longer limiting themselves to making the management's viewpoint available. They are attempting to influence the presentation of the management viewpoint, so that they become factors in the negotiating."

He thinks management may be kidding itself about the usefulness of these public relations tactics. "On big nationwide matters like steel or railroads, it is impossible to make the individual feel he is involved personally," he said. "Since he can't sort out the merits of conflicting claims, his attitude is, 'A plague on both their houses. Let the government get this mess straightened out'."

■ On localized strikes, he has increasing doubts that public opinion plays any role at all: "Sure, the public can get excited about something like milk, where almost every individual is involved personally. But who cares if a furniture factory in Grand Rapids protests that it may be forced out of business? People either don't believe it, or they merely shrug their shoulders."

As the "man in the middle" he regards ads in the early and middle stages of negotiations as a positive evil. "They prevent normal intangible forces from playing their part toward settlement. Management would like to end the strike, because it may lose some of its most skilled machinists unless it can assure them of reasonable security from the catastrophe of a long strike. The union fears members will become disenchanted if the strike drags on. But after bombarding each other in the press, the combatants are in rigid positions. When they yield, they lose face."

■ Mediators discourage the use of incendiary statements, but they can't—and wouldn't—prohibit them. "We would oppose any infringement of the right to say what they want, but we can advise them that it will be easier to get together if they will hold their fire while meetings are under way," he said.

There is one stage where ads can sometimes do positive good, he said. That's when negotiations have broken down, and management suspects the union has been less than frank with its members.

Among the more illuminating cases he cited was one where management made a new offer on the fourth day of a strike.

"The industrial relations director of the company sensed that the offer was withheld from the members, so he spelled it out in an ad. The men lost confidence in their leaders. They petitioned for a meeting and voted to go back to work.

"Suppose your ads were subject to federal censorship. If the censor said 'no,' how would you go about convincing him that the ad should be run as you wrote it?"

Ad Censorship in Beer Industry

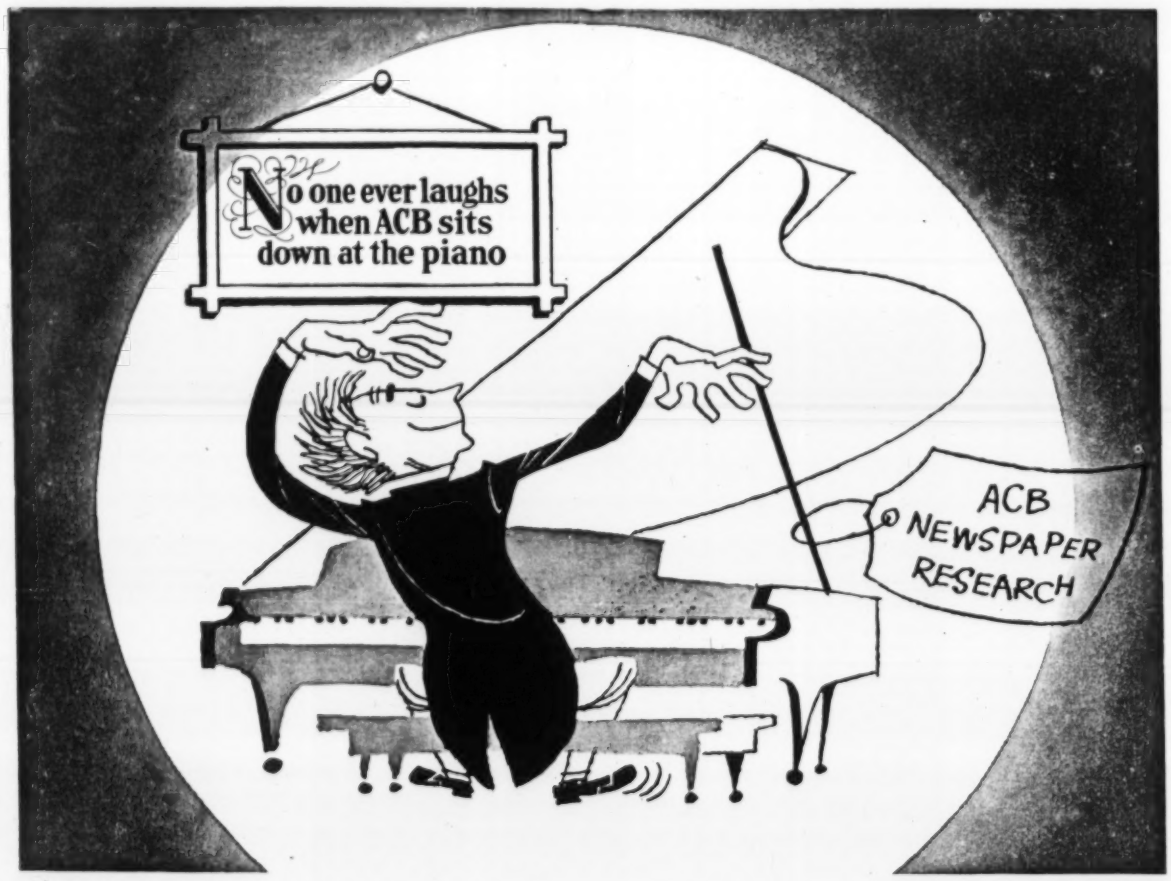
Recently the alcohol and tobacco tax division of the Internal Revenue Service looked at some ads which the U.S. Brewers Foundation has been running under the headline, "Good for you." The headline seemingly applied to the bowler who was scoring a strike, or the ball player hitting a grand slam homer. But the IRS lawyers sensed a secondary implication which would violate regulations prohibiting therapeutic claims for alcoholic beverages. At their insistence, the campaign has been stopped.

Beer people would like to resume the "Good for you" campaign, so they are looking for ways to convince the censor that he should reverse himself. But the dry lobby keeps a sharp eye on beer ads; even if the censor had misgivings about his ruling, he could hardly afford to reverse himself without persuasive new evidence.

■ The beer industry thinks an opinion survey may be the answer. It will employ a research organization to talk with doctors. If enough doctors cooperate, it hopes to obtain convincing arguments that the "Good for you" ads are not making a therapeutic claim—or that, in any event, they are not misleading.

At this stage, the beer industry apparently is not prepared to make a public issue over censorship of its advertising. While other regulated industries have insisted on court review when their rights have been abused, the alcoholic beverage industries have continued to acquiesce to the firm control exercised by IRS over the most microscopic aspects of their labeling and advertising.

Alcoholic beverage industries seemingly regard federal censorship as a benevolent exercise of public power, to save them from themselves. Even if the censor reverses himself on "Good for you," his power to censor would remain intact, ready for use if he detected new insinuations from any subsequent rearrangement of words. #



The perfect accompanist for the star performer in Sales and Advertising

Sure!

You can operate a sales or advertising department *without* ACB Brand-&-Retailer Reports.

But *with* these Reports you can do a better job . . . better sales volume . . . lowered sales cost . . . less "wheeling and dealing" with your retail outlets and your field sales force.

These ACB Reports capture, tabulate and deliver every advertisement appearing in daily or Sunday newspapers in which a retailer mentions or features your brand, or, brands competing with your own.

You know exactly which of the 1,393 major city markets is dragging its feet or making good progress. You know how each retail merchant in any given town helps or hinders your brand with his advertising. And the information doubles in value as your salesman receives a duplicate of the ACB Report covering his own territory.

With these Reports, advertising can be integrated closely with sales. The curtain of distance that blocks your view of retail activity is lifted. You can keep currently informed of the changing schedules and advertising copy of your competitors at the retail market level.

More than 1,100 star performers in sales and advertising use ACB Reports. Full information without obligation by contacting office nearest you.

ACB's 48-page catalog describing its 14 Services sent free on request.

ACB

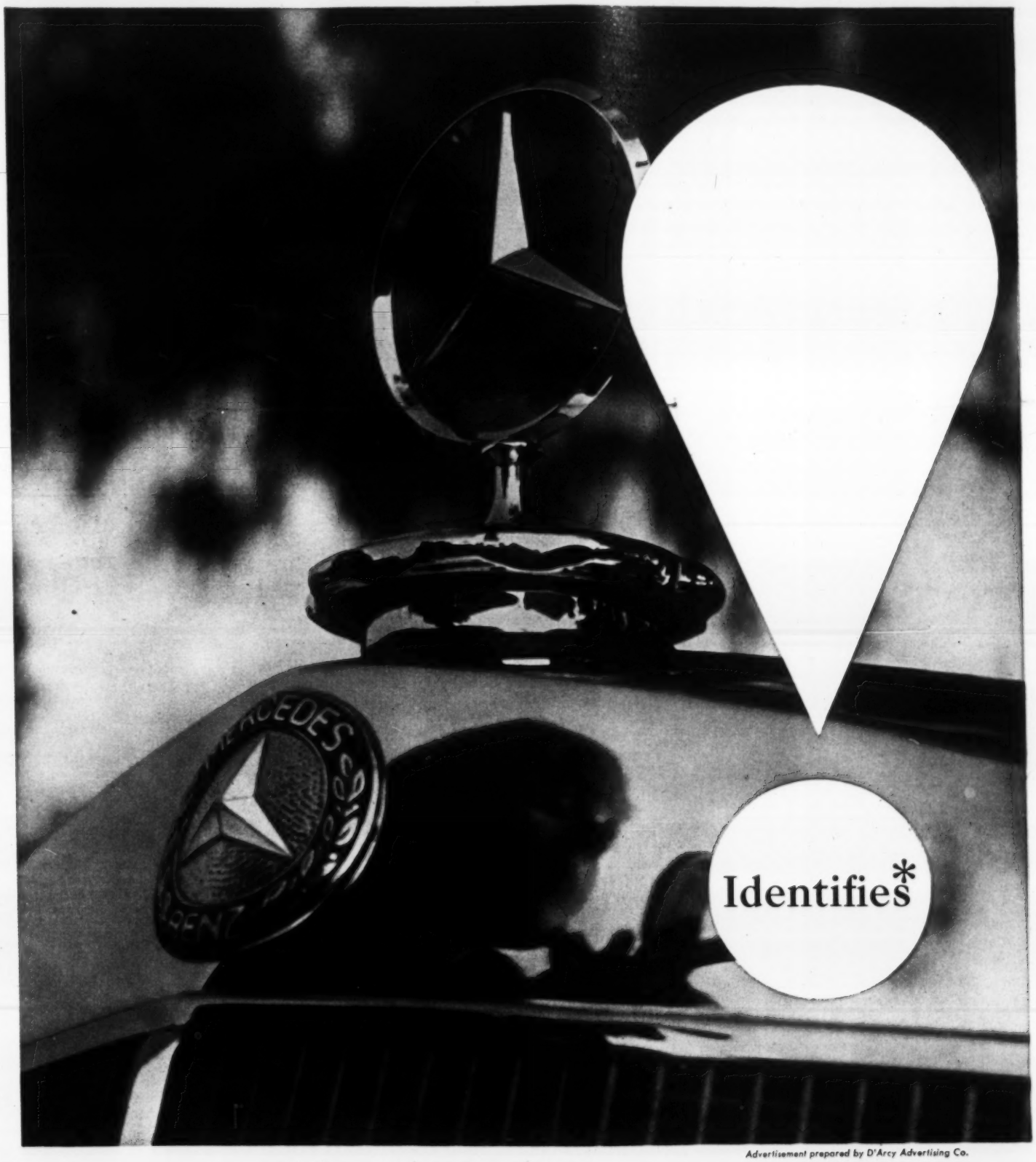
The **ADVERTISING CHECKING BUREAU, INC.**

New York (10) 353 Park Ave. South • Chicago (3) 18 S. Michigan Ave.
Columbus (15) 20 South Third St. • Memphis (3) 161 Jefferson Ave.
San Francisco (5) 51 First St.

ACB READS EVERY ADVERTISEMENT IN EVERY DAILY NEWSPAPER

FREE

We'll send you free data on the growing Vermont market and how you can reach it easily, effectively and economically with just one newspaper group. Write THE VERMONT ALLIED DAILIES, Rm. 516, Statler Office Bldg., Boston Mass.



Advertisement prepared by D'Arcy Advertising Co.

* Our four-color campaign in The New Yorker has played a key role in building the image of Mercedes-Benz. Our unusual and distinctive trade-mark, the silver three-pointed star, has been widely identified by The New Yorker's quality-minded audience, and this spurs Mercedes-Benz sales."

President, Mercedes-Benz Sales, Inc.

THE NEW YORKER MAGAZINE

BE EXTRA CERTAIN YOUR BUSINESS GIFT PLEASES!

Try L & C Mayers "Choose-It-Yourself Plan"

More Appreciation—Trouble Free—Less Cost!

MAIL THE COUPON OR PHONE FOR FREE INFORMATION ON L & C MAYERS "CHOOSE-IT-YOURSELF" PLAN

Every one on your gift list will get just what he wants... you'll get infinitely more appreciation... you'll save time, trouble and money by using L & C MAYERS sensationally successful "Choose-It-Yourself" Gift Plan.
Each one on your list—customer, source or associate—chooses his own gift from a beautiful combination Christmas Card and Gift Book, selected by you from a choice of 6 price categories. Everything sent in your name. (No prices in receiver's book.) All prices to you are 35% off list. We handle all details.

MAIL THE COUPON or Phone for Full FREE Information and Samples

L & C MAYERS CO.
516 W. 34th St., Dept. 302
New York 1, N. Y.
PHONE: LOngacre 4-5100 Extension 44

L & C MAYERS CO., Dept. 302, 516 W. 34th St., New York 1, N.Y.
Please send me FREE information and samples on your new "Choose-It-Yourself" Gift Plan.

Print Name ..... Title .....
Company .....
Address .....
City ..... Zone ..... State .....

Koret of California Plans Print Drive, Tie-Ins

Koret of California, San Francisco, maker of women's clothing, will introduce its Boatmates fashions with color pages in *Glamour* and *Esquire* in March, and in *Sports Illustrated* in April. The *Glamour* and *Esquire* ads will include adjacent page store listings. Glasspar Boat Co., Santa Ana, will tie in with this campaign, contributing boats for dealer displays. Trade ads are scheduled for *California Apparel News* and *Women's Wear Daily*. Wyman Advertising, San Francisco, is the Koret agency.

Brownold to Financial Planning

Bernard I. Brownold, who retired last year as senior vp and director of Grey Advertising Agency, New York, has joined Financial Planning Corp., New York, as marketing advisor and a director of the company.

Pitzer Schneider Kelly

STREET SCENE—*Miss Newspaper 1959—otherwise known as Dottie Schneider of Young & Rubicam—changes New York's Madison Ave. to Newspaper Ave. to mark the opening of National Newspaper Week. She is flanked by Fred W. Pitzer, vp of Jann & Kelley and president of the New York chapter, American Assn. of Newspaper Representatives, and Philip J. Kelly, vp of Lynn Baker Inc. and president of the Sales Executives Club of New York. Miss Schneider is a receptionist at Y&R.*

Act on these 2 facts for immediate Sales Increases

NEW QUALITATIVE SURVEY IN PHILADELPHIA PROVES:

1 **Philadelphia families with children under 20 BUY MORE...EARN MORE...OWN MORE***

They own 59.3% of the homes; 62.3% of the washing machines; 68.4% of the automobiles. They buy 75.7% of hair preparations; 71.2% of cigarettes; 67.2% of soap and detergents; 61% of beer and ales; 71.6% of automotive products, etc.

2 **WIBG reaches more families in all categories but especially more families with children under 20 than any other Philadelphia station***

*Pulse study of Philadelphia family radio characteristics.

FOR A COPY of this new depth study of Philadelphia write or call WIBG, Philadelphia, or see your Katz representative.

In Philadelphia... you know where you're going with

WIBG

a **STORER** station

Pepsi Names J.W. Thompson for German Account

JWT's 2nd Pepsi Land; German Disaffection from Beer Aids Soft Drink

FRANKFURT, Oct. 27—J. Walter Thompson Co. is adding a new client—Pepsi-Cola—to its burgeoning account roster in Germany.

Thompson takes over Pepsi advertising Jan. 1. The present agency is Werbeagentur Dr. Hegemann, a large German shop with headquarters in Dusseldorf.

The soft drink market has been growing rapidly here since the end of World War II. Once Europe's largest consumer of beer, Germany has been on an anti-alcoholic kick, with industry and government leaders emphasizing how lower consumption of alcoholic beverages has contributed to greater efficiency in work.

■ Some of the leading factories, such as the giant Farben chemical plants, do not allow workers to drink beer with their lunch and it's no longer sold at their company commissaries.

Another boon to the soft drink industry has been the spread of vending machines in company canteens, movie houses and cafes.

The leading brands in the German soft drink industry are Sinalco and Bluna. Coca-Cola is the No. 1 American drink, with extensive national distribution. Pepsi was first bottled here nine years ago.

■ Germany will be the second country where JWT handles Pepsi-Cola advertising. It landed the account in Chile last year. JWT's Australian company services Coca-Cola. In the U. S., JWT works for Seven-Up. #

'Holiday' Names Three

James B. Collins has been appointed manager of alcoholic beverages advertising for *Holiday*, Philadelphia. Mr. Collins, formerly an advertising representative in New York for *Holiday*, will headquarter in the New York office. *Holiday* also has appointed James R. Powell editorial promotion director. Charles Lawliss was named assistant advertising manager, succeeding Mr. Powell.

Outdoor sells cars hard when and where the selling is good

Auto makers take a back seat to no one when it comes to moving products. That's why Outdoor advertising shows up so big in their media mix.

Auto makers know Outdoor delivers more prospects at a lower cost per exposure than any other medium. Outdoor hits prospects *wherever* they drive... *when* they're most receptive... in big full color.

There's no more flexible medium. Outdoor blankets the nation at new car introduction time. Then settles down for the long hard pull of year-round selling. And it's quick on its feet... quick to change with the market situation.

Selective, hard-selling, big. These are the words for Outdoor. Ask an OAI man to show you how Outdoor posters, painted bulletins and spectaculars can sell hard for you... whether you sell cars, packaged products or soft goods.

He'll put at your disposal all the research, planning, creative and merchandising services of Outdoor Advertising Incorporated—the national sales representative of the Outdoor advertising medium.

Sales offices in: *Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle.*

OAI OUTDOOR ADVERTISING INCORPORATED

in
TOLEDO
you know
where you're
going with
WSPD
radio
(NBC NETWORK)

Blow the whistle if your sales are lagging in booming Toledo . . . More audience around the clock than the next two stations combined! 1st in Toledo for 38 years—WSPD, the habit station. Call Katz for fast action.

a STORER station

National Sales Offices:
625 Madison Ave., N.Y. 22
230 N. Michigan Ave., Chicago 1

French Kelvinator Dealers Find Good Market for U.S. Name

CHICAGO, Oct. 27—In France, the Lincoln line of washers is a big seller. In fact, "give anything French-made an American name, and it sells," according to Robert Geant, appliance dealer of Nancy and Metz.

Mr. Geant is one of three French Kelvinator dealers who are touring the U.S. as a prize awarded in a French counterpart of the American sales contest. Accompanying them is Paul Goichot, general inspector of sales of Markt & Co., Paris manufacturing licensee for Kelvinator International Corp., overseas organization of American Motors Corp.'s Kelvinator division.

In their first American press conference here last week, hosted by Gerald FitzGerald, Kelvinator Chicago zone manager, the group answered questions about the French appliance market, service facilities, consumer preferences, advertising techniques and women. Mrs. Yvette Shane, French-born Chicagoan, as the interpreter, made communications possible.

VERSATILE—*Bausch & Lomb's latest display, Futurama, for counter or window, shows off 11 of the company's magnifiers.*

■ The French dealers agreed that the French husband, not his wife, chooses the family refrigerator. The most popular size is a four cu. ft. model, which accounts for 50% of sales; the six cu. ft. model accounts for 35% of sales. Kelvinator's new four cu. ft. refrigerator sells for the equivalent of about $232.

Although the small size is popular, stemming from century-old habits of daily shopping for perishables—and because there are few frozen foods yet in France—the French refrigerator must be equipped with an oversize door shelf to hold quart wine bottles.

They also agreed that "French refrigerators are equal to U. S.-made ones in quality, and both are superior to Italian and German makes." In France, five or six leaders, including Kelvinator, Frigidaire and General Electric, have 80% of the market; about 30 or more other brands share the remaining 20% of the market.

Mr. Goichot said that Bendix of France, which had established itself as a washing machine manufacturer, is running short of predicted refrigerator sales. Likewise, Frigidaire, established in refrigeration, has had difficulty in making headway in sales of washing machines. Kelvinator makes only refrigerators in France.

Asked about discount houses, Mr. Goichot said that several discount houses made an appearance in Paris, but they didn't give service and didn't last long. Kelvinator, he said, is asking Paris dealers not to give discounts, and outside Paris, discounts are unknown. He said also that the dealer margin in France is about 25%; Mr. FitzGerald added that in the U.S. "the sheets list 30 or 35% margin, but the actual operating discount ranges from 12 to 25%."

■ One of the visitors, asked how many salesmen he has, said that "it's hard to pin that down, since there are very few personnel who devote fulltime to any one activity—they spread themselves parttime in sales, service, etc."

In France, the dealers ranked, as their three most important advertising media, newspapers, outdoor advertising, and cinema advertising (commercials shown in movie theaters). For distributors and manufacturers, national and women's magazines also are important. Radio is not an important ad medium in France, because there are no commercials on the government radio. And tv as yet covers only half of France. #

Mrs. Sedwick Joins Petty

Tully J. Petty Advertising, Fort Worth, has named Betty Cook Sedwick creative copy chief. Mrs. Sedwick formerly handled several retail and manufacturing accounts on a free lance basis.

Circulation — getting the story to as many prospects as possible — is the goal of every advertiser.

In the Carolinas The Charlotte Observer-The Charlotte News helps him do just this. It delivers, as a single media buy, a Zone of Influence* that includes 39 counties, with nearly two million total population☆, representing a market potential *seven times* that of Metropolitan Charlotte itself. And testifying to the depth of its potential, The Charlotte Observer-The Charlotte News offers significant circulation† in 101 Carolina communities of better than 1000 population.

As Charlotte is the biggest market in the Carolinas, so The Charlotte Observer-The Charlotte News is the biggest newspaper buy in the Carolinas — and then some!

There are, in fact, only 43 cities in the entire U. S. where you can buy more circulation.

*Contiguous counties where Observer-News circulation (3/31/59 ABC) is equal to at least 20% of total county households (1959 Sales Management) or 20% of households in one or more principal cities in the county.

☆1959 Sales Management Survey of Buying Power.
†20% or better of households.

THE CHARLOTTE OBSERVER | THE CHARLOTTE NEWS

1 will get you 7

A TOP TEN BRANDS MARKET

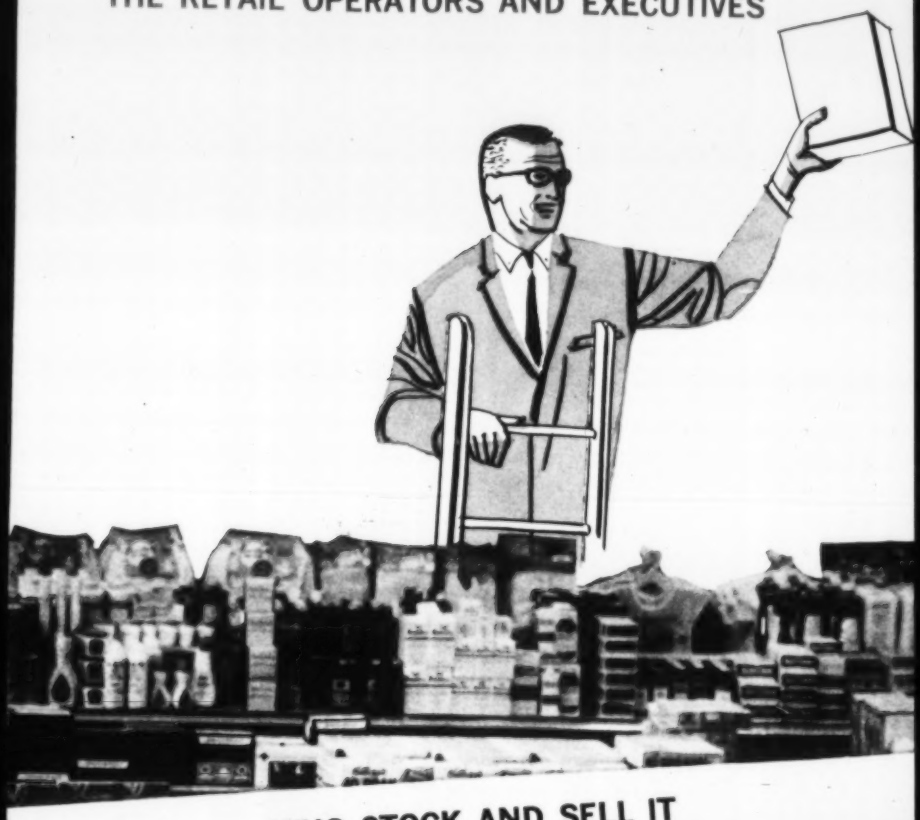
Charlotte, N. C. • Daily Circulation over 222,000

Represented by The Katz Agency, Inc. Newspaper Division

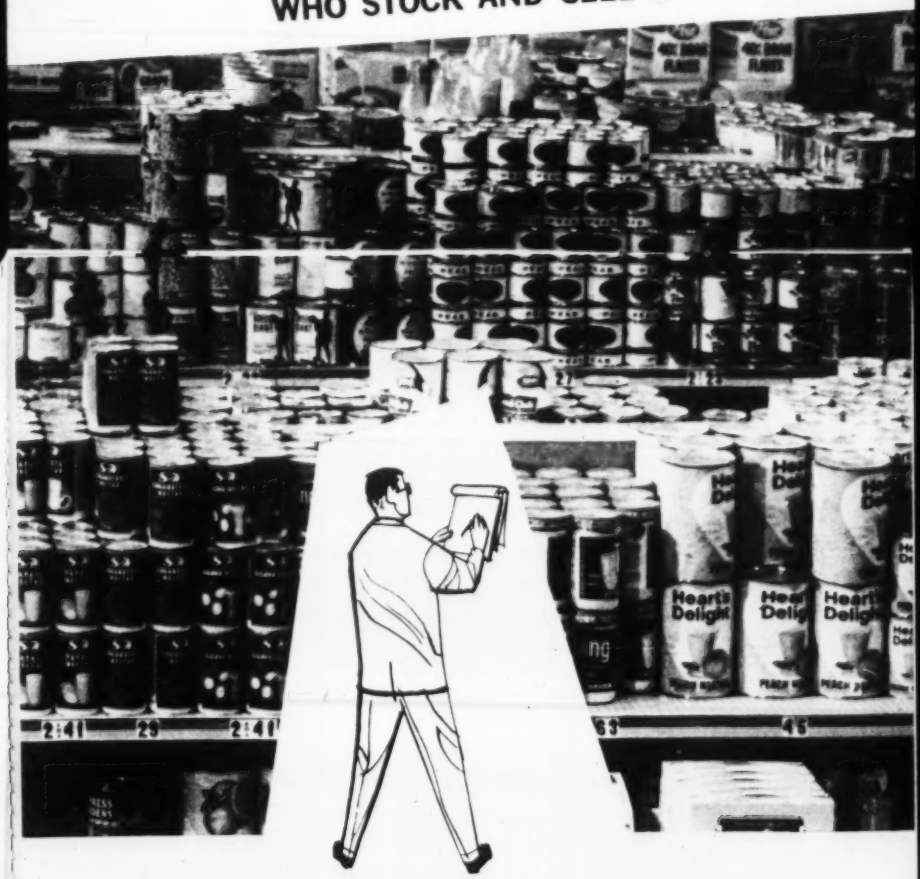
Photograph Courtesy Monsanto Chemical Company

EVERY YEAR IT GETS TOUGHER TO MAKE YOUR PRODUCT STAND OUT AMONG THE 6,000 ITEMS IN A MODERN FOOD MARKET

THE FIRST STEP IS TO BE SURE YOUR
BRAND STANDS OUT IN THE MINDS OF
THE RETAIL OPERATORS AND EXECUTIVES



WHO STOCK AND SELL IT



TO FIND A WAY INTO THE MINDS OF THESE
99,000 HEADQUARTERS EXECUTIVES, SUPER
MARKET AND STORE OPERATORS
(WHOSE SALES EXCEED $100,000 A YEAR)

MARKET RESEARCH CORPORATION OF AMERICA
ASKED JUST 2, EASY-TO-UNDERSTAND QUESTIONS...

QUESTION 1

WHAT MAGAZINES AND NEWSPAPERS DO YOU READ REGULARLY (3 OUT OF 4 ISSUES)?

Progressive Grocer	40,590	(41%)
Life	21,780	(22%)
Chain Store Age	19,800	(20%)
Reader's Digest	19,200	(19%)
Food Topics	18,610	(19%)
Supermarket News	17,820	(18%)
Saturday Evening Post	12,870	(13%)
Look	8,910	(9%)
Time	7,920	(8%)
Nargus Bulletin	7,330	(8%)

And many others of fewer mentions.

The combined regular readership of the 5 leading grocery publications is 50 per cent greater than that of the 5 top consumer magazines.

QUESTION 2

WHICH ONE IS MOST HELPFUL TO YOU IN YOUR BUSINESS?

Progressive Grocer	19,800	(20%)
Chain Store Age	8,910	(9%)
Supermarket News	6,930	(7%)
Food Topics	2,870	(3%)
Food Merchandising	2,770	(3%)
I. G. A. Grocergram	1,880	(2%)
Nargus Bulletin	1,580	(2%)
Mentions of 1% or less	26,240	(26%)

All the leaders are grocery business publications. Progressive Grocer leads the second publication by more than 2 to 1.

Progressive Grocer

The Magazine of Supermarketing

This is an ideal climate
for your advertising
A DIRECT line to the only
people who can make
your brand STAND OUT
AT THE ONE place where
Mrs. Consumer and your
product come together

No other marketing force can do this job so fast, so directly, so economically... as can regular ads in Progressive Grocer

BECAUSE

No grocery business publication delivers the STAND OUT readership and complete market coverage you get in

Progressive Grocer

Progressive Grocer

Guaranteed Standing Offer

PROGRESSIVE GROCER AGREES TO CONDUCT (WITHOUT CHARGE) A DIRECT MAIL SURVEY — USING THE SAME QUESTIONS M.R.C.A. ASKED, AMONG THE CUSTOMERS AND PROSPECTS OF ANY GROCERY MANUFACTURER, SUPPLIER OR ADVERTISING AGENCY. WE ONLY REQUIRE THAT THE SAMPLE CONFORM TO GENERALLY ACCEPTABLE INDUSTRY STANDARDS.

Progressive Grocer

Announcing the most exciting 12 month editorial program in grocery business publishing history

PROGRESSIVE GROCER 1960

Month • by • Month

JANUARY

The Most Complete Study of SPECIAL DISPLAY Ever Published.

FEBRUARY

LENTEN PROMOTION IDEAS galore – tie-ins, features, how to display.

MARCH

SPRING MERCHANDISING ROUNDUP of Super Market Spring Features on Easter Merchandising, Spring Cleaning, "Take a Break" Department, Busy Day Convenience Foods, Garden Supplies, Promotable Non-Foods.

APRIL

FACTS IN GROCERY DISTRIBUTION . . . Progressive Grocer's 27th Annual Report on the Food Industry, including analysis of sales, facts and trends in food retailing.

MAY

From Progressive Grocer . . . you got the Providence Study in 1950 . . . the Foodtown Study in 1954 . . . the Super Valu Study in 1957 . . . NOW THE DILLON STUDY . . . most comprehensive analysis of supermarketing ever made, featuring the J. S. Dillon & Sons chain.

JUNE

SUMMER SUPERMARKET SELLING . . . how to merchandise *and sell* to the fabulous barbeque, cookout and picnic market.

JULY TO DECEMBER 1960

JULY will present a completely new dimension in merchandising research as a part of The Dillon Study. AUGUST will feature Fall Promotion Ideas. SEPTEMBER will be the Halloween Merchandising issue. OCTOBER, the NAFC Convention issue, will also cover Thanksgiving Promotions. NOVEMBER will present a big picture-packed feature on Holiday Merchandising. DECEMBER will report on outstanding new super market developments of the year.

In a few weeks you'll have the exciting news of other Progressive Grocer features . . . more big reasons why regular advertising is good business in –

PROGRESSIVE GROCER 1960

Keep Changing Swimsuits, Catalina Ads Urge Sunbathers

LOS ANGELES, Oct. 27—Catalina Inc., swimwear and sportswear manufacturer, will use the theme "Loveliest reason to stay in the all day sun!" in 1960 as the springboard for a "master plan" to promote the sale of three swimsuits to fashion-minded consumers.

The campaign is based on the premise that no woman wants to be seen in the same swimsuit all day long, says L. J. Globus, Catalina advertising and sales promotion director. The theme will be promoted in two-page, four-color ads "dramatically illustrating Catalina swimsuits created for the morning-sun, the noonday sun and the evening sun."

During the 1960 cruise and spring periods, a total of 32 four-color ads will run in magazines; 41 trade ads are scheduled, and local newspaper insertions will be used in major markets.

Consumer ads will appear in *Harper's Bazaar, Vogue, Mademoiselle, Glamour, Seventeen, Holiday, Look* and the *New York Times Magazine*. In 14 major market areas, newspaper ads will tie in with an important department store in each area during the peak of the retail selling period.

■ Catalina sportswear will be promoted under the theme "Play it cool in the all day sun." This Play-Abouts line will be shown in color ads with California backgrounds, to run in *The New Yorker, Glamour, Seventeen*, and Sunday editions of four metropolitan newspapers. The Sunday supplements will also be tied in with major department stores.

A variation of the multiple swimsuit wardrobe theme is provided in selling the Catalina junior-size swimwear: "I can't wear that suit—I wore that yesterday." "Three for a change" is emphasized by showing multiple garments in consumer ads in *Seventeen* and *Mademoiselle*, using the line: "You're the prettiest thing in sight in a Catalina Junior."

■ Men's swimwear and sportswear will be promoted with the theme introduced in 1959, which stresses sea-going fashion for every occasion. Editorial-style ads in full color show several outfits in California yacht harbor settings, with the line: "You just can't own too many." Headlines used successfully in 1959 will be repeated: "The seafaring man is the Catalina man." These ads will run in *Esquire, Playboy, Sports Illustrated, True* and the *Los Angeles Times*.

Supporting merchandising material includes inserts for store mailings, glossy photographs, mats, store displays, itinerant displays and subsidized display material.

All campaigns and supporting material will be promoted to the trade in such publications as *Women's Wear Daily* and *California Apparel News*. These two magazines will kick off with four, four-page slick inserts selling the "master plan." All ads will hit hard at the "three for a change" and "multiple sale" theme and its benefit to retailers. #

Dairymen Spark Ad Push

The Dairymen's League board of directors has pledged $100,000 to organize what it hopes will become a $1,000,000-a-year advertising program to help boost milk sales. The league has invited participation from the Eastern Milk Producers Bargaining Cooperative, the Mutual Federation of Independent Producers and the Metropolitan Milk Producers Bargaining Agency.

Colgate Boosts Pill

Colgate-Palmolive Co. has appointed J. Donald Pill to the new position of director of marketing planning, reporting to John L. Bricker, corporate vp of marketing. Mr. Pill joined the company in 1945 as an industrial engineer and most recently has been director of management control.

MacLaren Joins Bennett

Gordon MacLaren, formerly with Grey Advertising Agency, has joined Victor A. Bennett Co., New York, as an account supervisor. Mr. MacLaren has long been associated with the transportation and travel industries. He was previously with North American Airlines and American Airlines.

Miraplas Names McCann

Miraplas Tile Co., Columbus, O., maker of plastic and ceramic wall tile, has appointed McCann-Erickson, Cleveland, to handle its advertising.

AHOY, THERE!

A ship-shape advertising campaign includes Vermont. Reach the area where 93.9% of the state's $591 million buying power is located with just one six-paper group. For details write THE VERMONT ALLIED DAILIES, Rm. 516, Statler Office Bldg., Boston, Mass.

How to identify the electronics man

IDENTIFICATION
R
D
P
M
6XK-5XKW
S Q

PHOTO OF PARAMETRIC AMPLIFIERS PRODUCED BY HUGHES AIRCRAFT COMPANY

A hard man to pin down, the electronics man.

He's the man you've got to reach to sell the dynamic electronics industry. His company identification badge (symbolized at right) is widely-used and an easy means of telling at a glance (by its code letters—"R", "D", "P", "M") that you may find him in Research, Design, Production, or Management.

But, whatever his department, whatever his title, the function of this engineering-trained man will involve buying and specifying electronic equipment.

One sure way to pinpoint him: he reads electronics, the only magazine that reaches these 62,000 key buyers and specifiers every week.

THE ELECTRONICS MAN "BUYS" WHAT HE READS IN...

electronics

... and the Electronics Buyers' Guide and Reference Issue

A McGRAW-HILL PUBLICATION ABC

330 West 42nd Street, New York 36, New York

Barlow to Move Offices

Barlow Advertising Agency, Syracuse, will move into a new building early next year. The building, now under construction, will contain 22 private offices to house executives and copy personnel, in addition to specially-designed rooms for reception, conference, library, media and accounting facilities.

NOAB Boosts Porterfield

National Outdoor Advertising Bureau, New York, has appointed H. F. Porterfield director of NOAB services. Mr. Porterfield, a vp, was formerly manager of the New York branch. B. J. Egan, vp and assistant manager of the New York branch since 1955, will succeed Mr. Porterfield.

New England NAEA Elects

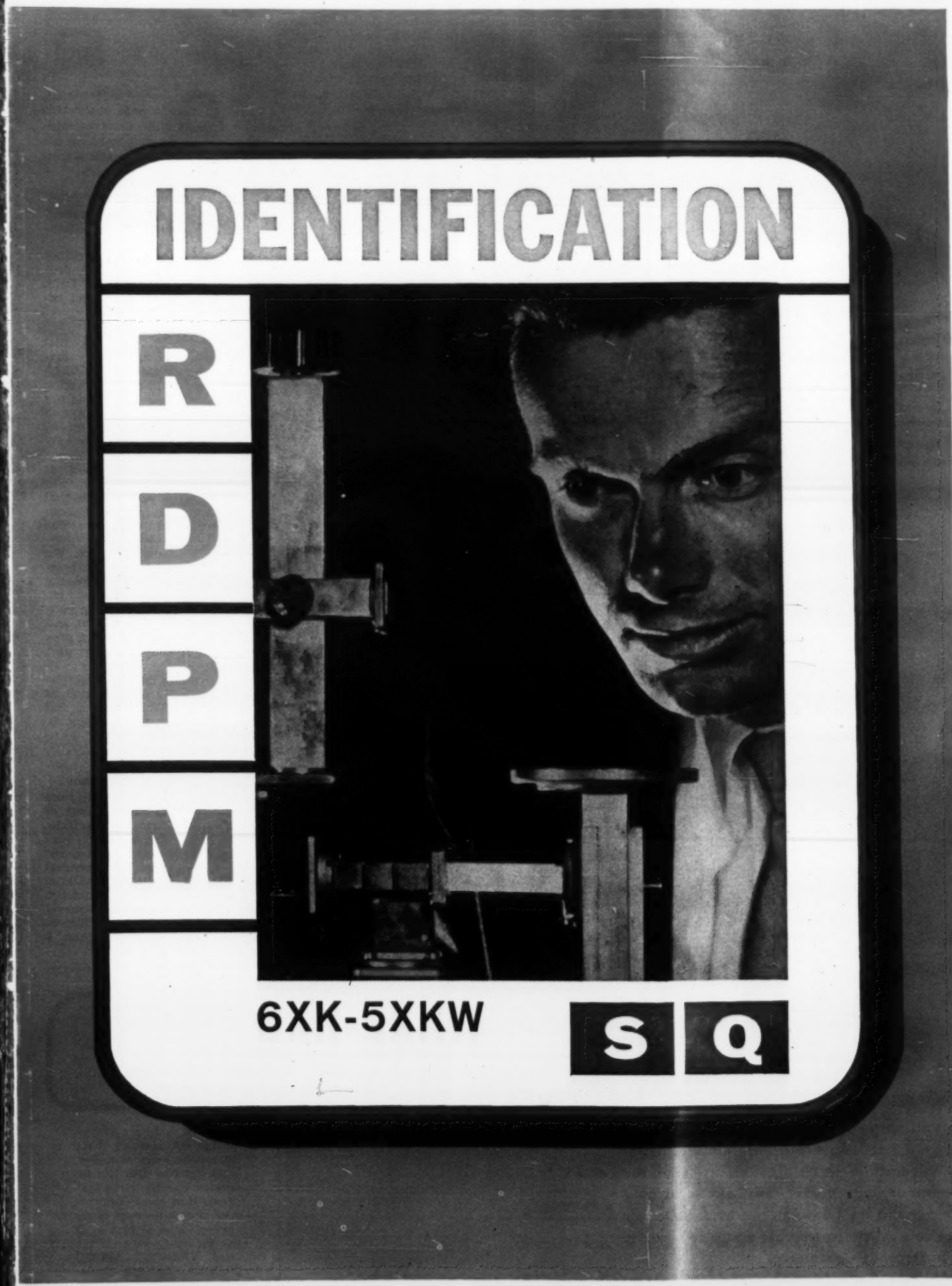
John L. Coughlin, advertising director of the *Courant*, Hartford, Conn., has been elected president of the New England Newspaper Advertising Executives Assn., Hartford. Other officers elected include James Duggan, Springfield Newspapers, Springfield, Mass., vp; and Kenneth MacMannis, *Worcester Telegram-Gazette*, vp.

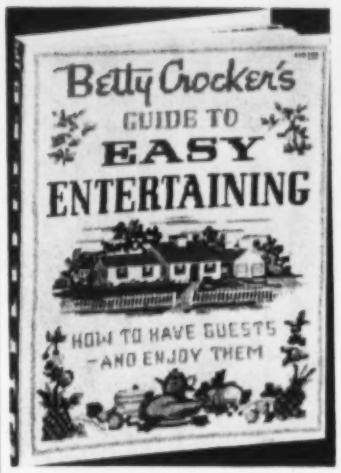
Pedott Agency Opens

Joseph Pedott has opened the Joseph Pedott Advertising Agency at 693 Mission St., San Francisco. Mr. Pedott was formerly with Beaumont & Hohman, San Francisco. Mr. Pedott had his own agency in Chicago from 1951 to 1956.

Alexander Joins Agency

William M. Alexander, for the past three years account executive with WFMY-TV, Greensboro, N. C., has joined Hege, Middleton & Neal Advertising, Greensboro, as an account executive and director of radio-tv.





ENTERTAINMENT—*General Mills has added a new book to its Betty Crocker cookbook library. It is "Betty Crocker's Guide to Easy Entertaining," published by Golden Press, New York. Price is $1.*

Court Cites Ad Claim, Makes AMC Rebate Car Cost

District Judge Jess Johnson, in New Orleans, has ordered American Motors Corp. to repay a Rambler buyer the price of the car plus $500 for annoyance and inconvenience and $500 in attorney's fees because the plaintiff's Rambler failed to deliver the advertised mileage.

The buyer, Arthur Cobb, of Baton Rouge, sued AMC charging that his Rambler delivered eight to ten miles per gallon, whereas AMC had advertised the car would deliver 32 miles per gallon. He also contended the transmission was faulty. AMC countered that it had advertised that "one" Rambler obtained such mileage in supervised tests. But Judge Johnson ruled that the ad constituted an express warranty without reservations.

Moore Agency Opens in Austin

Ralph Moore Advertising, Port Arthur, Tex., has opened offices at 520 Littlefield Bldg., Austin, Tex. The new agency, chartered under the name Ralph Moore & Associates, will service local, regional and national accounts in diversified fields.

DID YOU KNOW?

GENUINE GLOSSY PHOTOS COST AS LITTLE AS PLANOGRAPH!

WHY TAKE LESS?

Singleweight Glossy Prints	Quantity	5 x 7	8 x 10
	25	$ 2.75	$ 4.00
	50	4.50	6.00
	100	8.00	9.50
	250	17.50	22.50
	500	30.00	42.50
	1000	55.00	75.00
	Negative	1.15	1.65

PHOTO MATIC

59 E. Illinois St., Chicago 11, Ill.
WHitehall 4-2930

FROM ANY ANGLE...

You're always ahead with the quality you get when you

USE THE SERVICES OF

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B&W and Color Proofing
Duplicate Photoengravings

160 East Illinois Street, Chicago 11 • DElaware 7-1541

Raymond Denies Cigar Institute Plans Ad Cutback

NEW YORK, Oct. 27—Eugene L. Raymond, president of the Cigar Institute, today denied reports that the institute plans to discontinue advertising and concentrate all of its promotion effort on public relations.

"Nothing could be farther from the truth," Mr. Raymond said. "We believe in advertising. Advertising has been the backbone of our promotion effort since 1948. We have benefited in many ways from advertising, and we intend to continue it."

During the past year, Mr. Raymond said, the institute's advertising budget was $370,000. Doherty, Clifford, Steers & Shenfield is the institute's agency. No agency change is contemplated, Mr. Raymond said.

The institute also has a rather extensive public relations program, which is handled by Lynn Farnol. Its current pr budget reportedly is about $35,000.

■ Mr. Raymond admitted that there have been exploratory discussions among some of the institute's members about increasing the pr budget, but that it has not progressed beyond that stage, and that nothing concrete would be decided until December, at the earliest.

"That is probably the basis of the current rumor," he said, "but I cannot make it too emphatic that nothing has been, or will be, decided for at least two months. The institute has no intention of dropping its advertising program. We have had excellent results from the ads we have run in *Argosy*, *Life* and *True*. If and when we increase our pr program, I am confident it will be in addition to, and in support of our advertising program. That's what pr is for, as I conceive it."

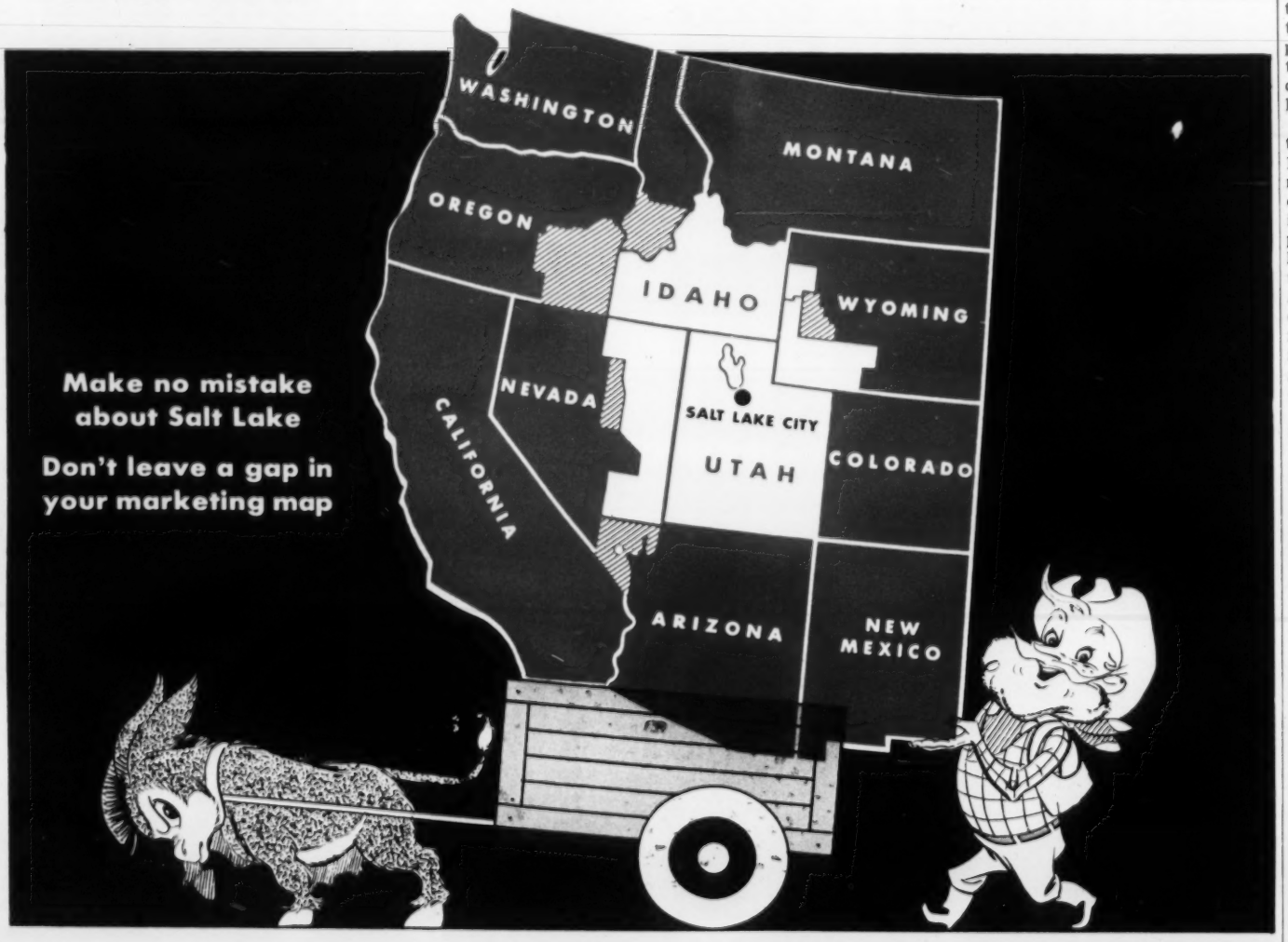
The institute's current advertising has attracted the attention of art directors (AA, April 6), and has received special comment in "The Creative Man's Corner" (AA, April 13). #

BOOSTS USERS—*Reynolds Metals Co. will use this color page in the 1959 "Better Homes & Gardens Idea Book" to support makers of electric housewares using Reynolds Aluminum in their products.*

Whitmier Names Keischgens

Peter C. Keischgens will take over the general management of Whitmier & Ferris Co., Buffalo, outdoor advertising company, succeeding John A. Kress, who is retiring as president and general manager. Mr. Kress will continue to act in a consultant capacity. Mr. Keischgens, who formerly managed the company's Watertown division, joined Whitmier & Ferris in 1950.

There's more to Salt Lake than Salt Lake



Can you afford to pass by 1½ million prosperous prospects? Then don't pass by Salt Lake! When you buy Salt Lake's two metropolitan newspapers you reach the nearly half-million in Salt Lake City, plus the million more in the "outer" Intermountain Market. Salt Lake is the only metropolitan city between Phoenix and the Canadian border and Denver and the Pacific Coast. It is the control point for this entire area and is recognized as such by the U. S. Dept. of Commerce.

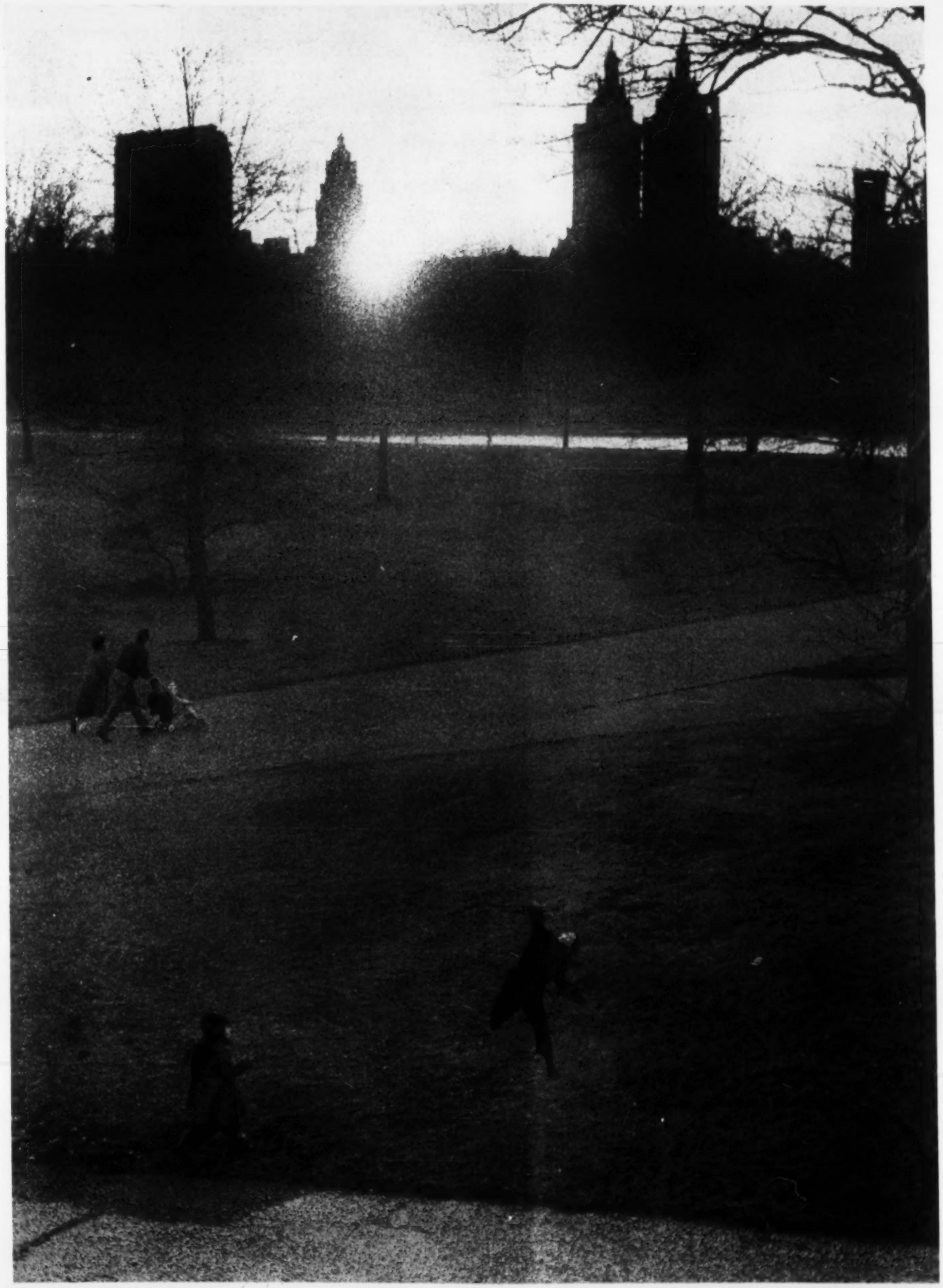
The Salt Lake Tribune (MORNING & SUNDAY)

DESERET NEWS AND Salt Lake Telegram (EVENING)

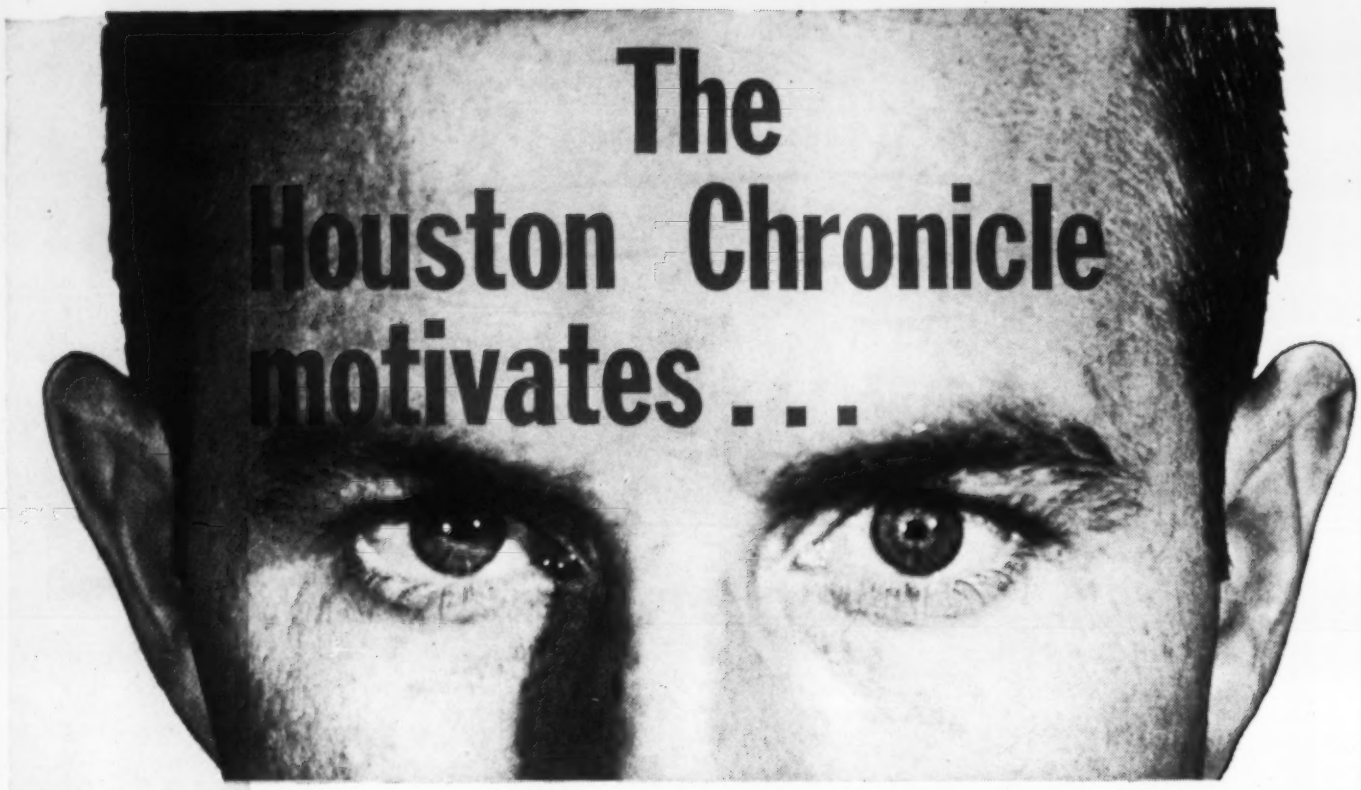
Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network.

TODAY'S THE DAY

To find out more about the $591 million Vermont market. Write for free data and for details on the six-paper group that home-delivers your client's message to the region where 93.9% of the buying power is located. VERMONT ALLIED DAILIES, Rm. 516, Statler Office Bldg., Boston, Mass.



New York is up in Central Park. New York is out in the suburbs. New York is 5 million families growing, wanting, needing, buying. New York is The New York Times. New Yorkers live by it. It serves them with the most news. It sells them with the most advertising.



. . . it motivates more Houstonians

More Houstonians read The Houston Chronicle

than any other newspaper. Circulation reports—year in and year out—bear out this significant fact . . . The Chronicle is preferred by more Houstonians than both other Houston newspapers.

More Houstonians buy from The Chronicle . . .

indicative of their confidence in The Chronicle. Recognizing The Chronicle's influence, advertisers overwhelmingly use The Chronicle . . . as evidenced by The Chronicle's dominant leadership in general, retail and classified advertising linage.

THE HOUSTON CHRONICLE

Read by More Houstonians Than Any Other Newspaper!

THE BRANHAM COMPANY—National Representatives

Hilton Hotels Is Winner in Annual Report Contest

'Financial World' Also Presents Silver Awards to 8 Other Advertisers

NEW YORK, Oct. 27—Hilton Hotels Corp. received the gold trophy last night for the best stockholder annual report for 1958, at the annual banquet sponsored by *Financial World*.

Hilton Hotels also won a silver award for the best report of all merchandising-services companies and a bronze award for the best report in the real estate and hotel field.

Conrad N. Hilton, president of Hilton Hotels Corp., was presented the top award by A. R. Miller, vp and controller of Ford Motor Co., the 1958 winner.

Other silver awards were presented to companies in the following categories: public utilities—Consumers Power Co., Jackson, Mich.; transportation—KLM-Royal Dutch Airlines, Amsterdam; consumer goods—Vick Chemical Co., New York; financial institutions—Girard Trust Corn Exchange Bank, Philadelphia; manufacturing—Reynolds Metals Co., Richmond, Va.

■ Silver trophies also were presented to American & Foreign Power Co., New York, for the best annual report for all Latin America; to Abitibi Power & Paper Co., Toronto, for the best of all Canada; and to Container Corp. of America, Chicago, for best design and typography in an annual report.

Trophies for the best annual report advertisements were awarded to companies in the following categories: chemicals and drugs—W. R. Grace & Co., New York (Kelly, Nason); financial institutions—Pacific Finance Corp., Los Angeles (Erwin Wasey, Ruthrauff & Ryan); petroleum—Ohio Oil Co., Findlay (N. W. Ayer & Son); public utilities—Pacific Gas & Electric Co., San Francisco (Albert Frank-Guenther Law); manufacturing—Sundstrand Machine Tool Co., Rockford, Ill. (Doremus & Co.); transportation—Hertz Corp., Chicago (Campbell-Ewald Co.).

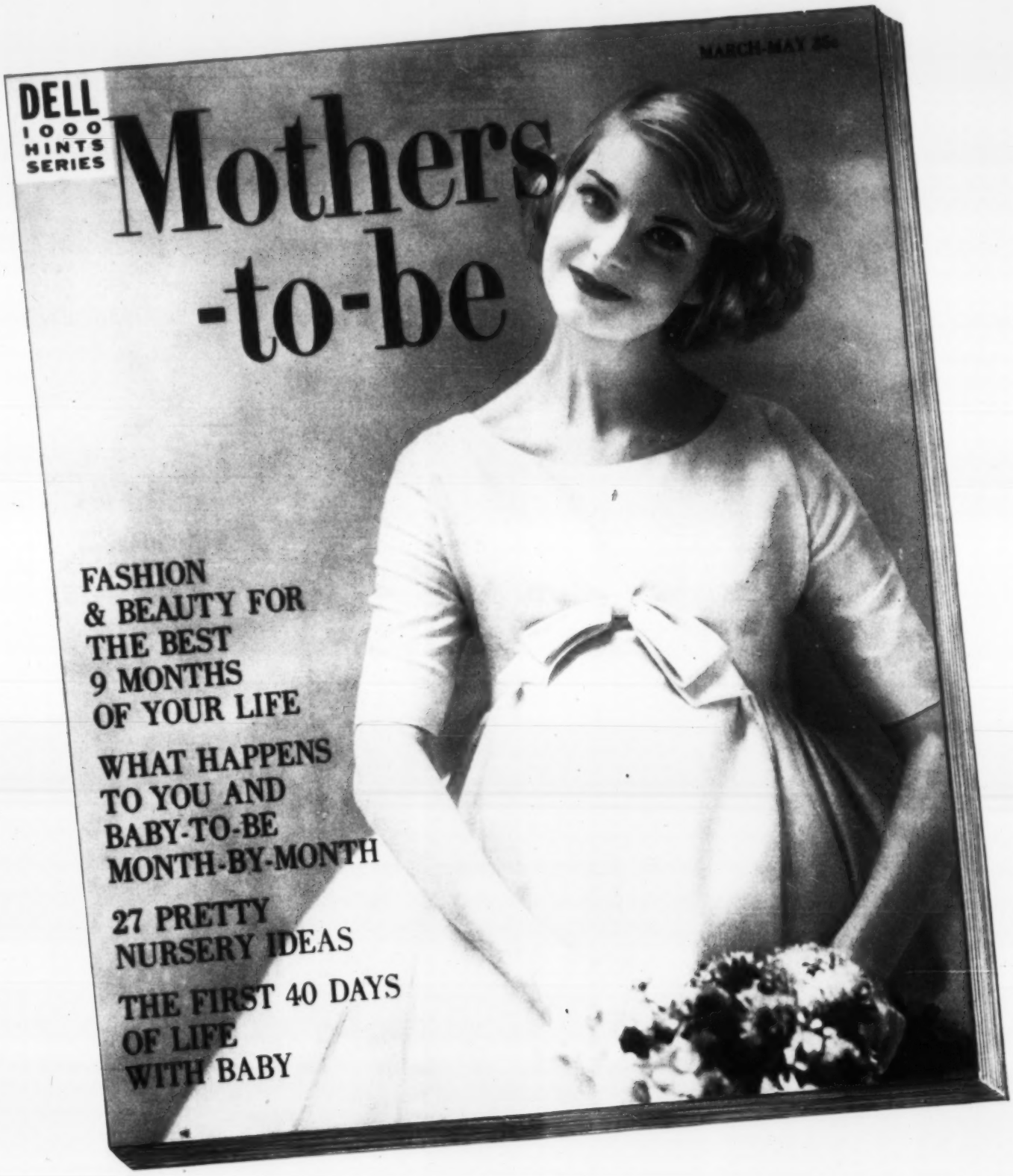
More than 100 bronze trophies, plus certificates for second and third place winners, were presented to companies whose reports topped entries in their respective industries.

■ Chairman of the independent board of judges which made the final selections is G. Rowland Collins, dean emeritus of the graduate school of business administration, New York University. He was assisted by Paul Haase, managing director, Controllers Institute of America; Edna Beilenson, president, American Institute of Graphic Arts; Ralph Rotnem, past president, and Lawrence R. Kahn, president, New York Society of Security Analysts.

Approximately 5,000 reports were submitted for this year's contest. #

Kling-Bielefeld Expands

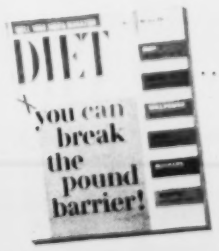
Moore, Ruck & Co., Chicago merchandising agency, has merged with Kling-Bielefeld Studios, Chicago, under the Kling-Bielefeld name. William M. Moore Jr. of the merchandising agency has been named exec vp for merchandising with K-B while Charles F. Ruck has been named vp of K-B. The organization now offers the combination of merchandising and art facilities.


DELL
1000 HINTS SERIES
MARCH-MAY 25¢
Mothers -to-be
FASHION & BEAUTY FOR THE BEST 9 MONTHS OF YOUR LIFE
WHAT HAPPENS TO YOU AND BABY-TO-BE MONTH-BY-MONTH
27 PRETTY NURSERY IDEAS
THE FIRST 40 DAYS OF LIFE WITH BABY

Now open to advertisers! The *only* magazine devoted to the specific needs of expectant mothers—250,000 guaranteed. Distributed through department stores, variety stores, supermarkets and newsstands . . . fully store merchandised . . . point-of-sale tie-in with leading department stores in key markets . . . sampling service for advertisers . . . dynamic reader contest for the "Mother-to-be of the year." Published semi-annually . . . on sale February 9, and Aug. 8, 1960—closes December 15, 1959 . . . B&W page $1750. For complete details contact: Dell Publishing Company, Inc., 750 Third Ave., New York 17, N.Y.

DELL SELECTIVE MARKET MAGAZINES

. . . next issue on sale Jan. 5 followed by April 7, July 6, and Oct. 5



. . . issue #11 on sale May 5, 1960

. . . Issue #13 on sale Nov. 3, 1960

Boost *Your Sales Throughout All Kansas*

GET YOUR POINT ACROSS VIA

WIBW

• In Kitchens • In Living Rooms • In Barns • In Cars and Tractors

All Kansas every day, all day—listens to, relies on and trusts

WIBW—*The Voice of Kansas*

Topeka, Kansas

Number One, 27 County—Pulse. Number One in Kansas—Nielsen.

580 Kc CBS 5,000 Watts

(Division, Stauffer-Capper Publications)

REPRESENTED BY AVERY-KNODEL, INC.

CLIPPED—*Milton J. Shapp, president, Jerrold Electronics, snips "ears" off Miss TV Receptor (Bobbie Robins), to demonstrate new TV-Receptor antenna, which replaces the familiar "rabbit ears" indoor antennas. The new antenna will bow nationally in November.*

JACKSON, MICHIGAN, MARKET

A city of diversified industry

CONSUMERS POWER CO.
Utilities

S. H. CAMP AND COMPANY
World's largest manufacturers of scientific supports

YARD-MAN
YARDMAN, INC.
Hand and power mowers

CLARK EQUIPMENT
CLARK EQUIPMENT CO.
Transmissions for trucks, buses; gears, forgings

HANCOCK
HANCOCK MANUFACTURING CO.
Automobile door locks, etc.

These are a few of the industrial concerns which are prospering in Jackson, providing it with the diversification that makes a stable, prosperous community. You can prosper in Jackson, too, by advertising in

Jackson Citizen Patriot

37,081 Circulation

JOHN O. GILBERT CHOCOLATE CO.
Candy

MACKLIN Grinding Wheels
MACKLIN COMPANY
Grinding wheels and abrasive materials

Aeroquip
AEROQUIP CORPORATION
Flexible hose lines and fittings

GOODYEAR
GOODYEAR TIRE & RUBBER CO.
Tires and tubes

ACME AIR CONDITIONING REFRIGERATION
ACME INDUSTRIES
Residential, commercial air conditioning and refrigeration equipment

JACKSON CITIZEN PATRIOT

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hil. 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

Economy Must Grow $16 Billion a Year: Johnson

Necessary Growth in Consumption 'Staggering,' JWT Exec Advises NAB

BOSTON, Oct. 27—A $30 billion "backlog of consumer needs and demand awaiting activation by advertising and selling" presently exists, Arno H. Johnson, vp and senior economist, J. Walter Thompson Co., said here last week.

He addressed the third of eight meetings being held throughout the country by the National Assn. of Broadcasters.

The backlog is "enough for an expansion of consumer purchases to more than $340 billion in 1960-'61, or 10% over the 1959 level," he said, adding that personal consumption must increase $16 billion annually in the next 10 years to keep abreast of increased productive ability.

Mr. Johnson said: "We must prepare for a velocity of change in marketing and marketing concepts to cope with the task of selling an additional $16 billion of personal consumption annually—to a level of over $475 billion by 1970.

■ "That level of sales will be necessary to support our economy 10 years from now. The velocity of change in living standards needed to match the most conservative estimates of future productive ability nearly staggers the imagination.

"That will take increased creativeness in marketing, because it means changing of the long established habits and concepts of living of millions and millions of people as they move up in productivity, purchasing power, education and cultural interests."

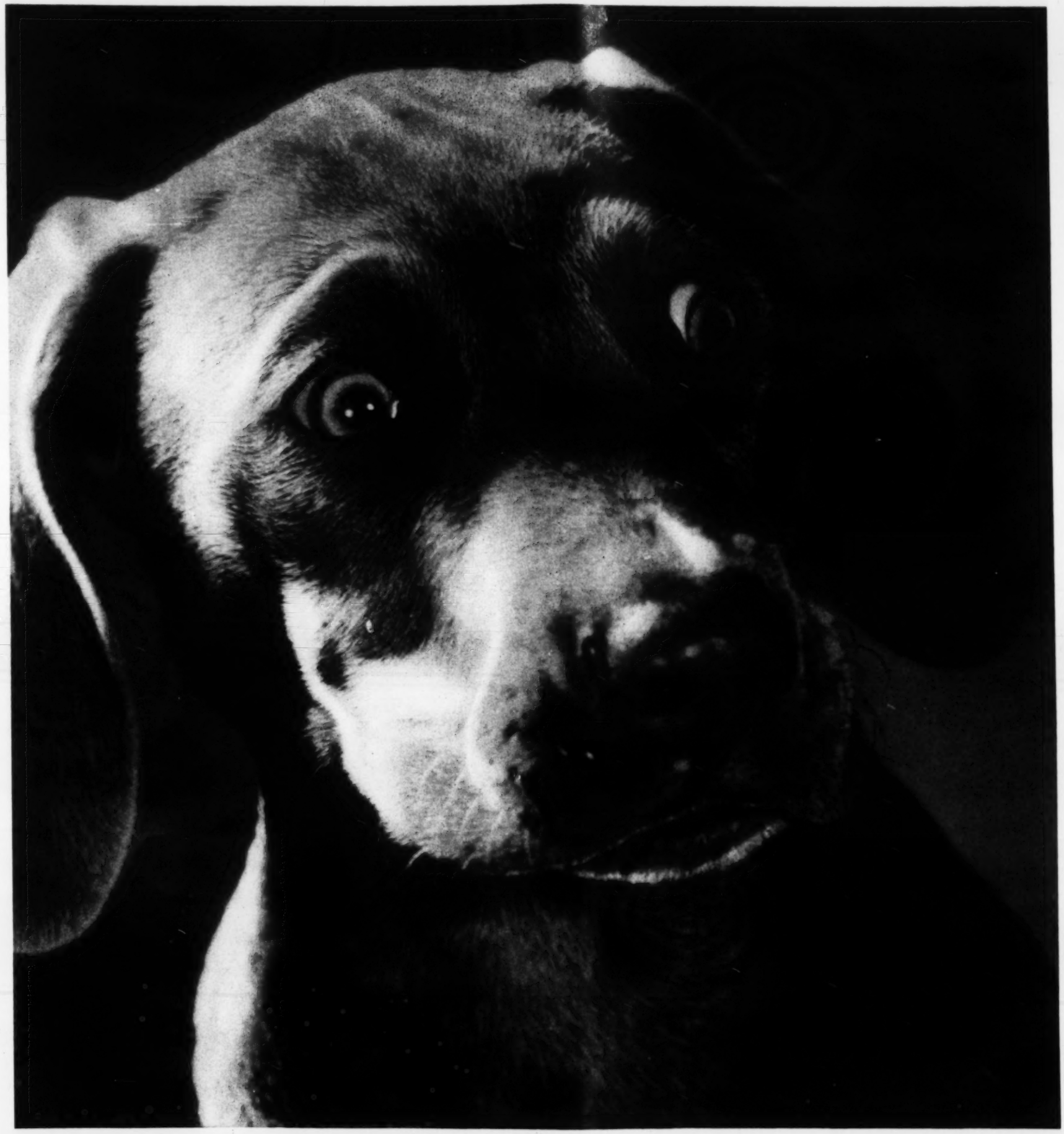
■ NAB's President Harold E. Fellows reiterated his talk made at the first of the fall series, in Washington last week, stating the industry will consider changes in its tv code if necessary to deal with quiz show evils. #

Walter Smith Joins NC&K

Walter R. Smith Jr., formerly with Batten, Barton, Durstine & Osborn, has joined Norman, Craig & Kummel, New York, as an account executive.

Mayers to Haire Publishing

Karl H. Mayers, formerly with *Implement & Tractor*, has joined Haire Publishing Co., New York, as publication manager of *Giftwares & Home Fashions.*



AH, BUT THE TAIL DOES WAG THE DOG!

27 minutes of best-in-show entertainment. Blue ribbon audience ratings by the yard. But when it comes to the payoff question of *profit*, it's those 3 minutes of *product sell* that count. At N. W. Ayer & Son we take pride in our record in Show Business. But we take even greater pride in our record of selling goods. In Radio-TV it's the *commercial* that gets the order ... the message that's exactly right for product, problem, audience... the "tail" that wags the dog. **N. W. AYER & SON, INC.**

The commercial is the payoff

Young Chicago loves to buy...

...the Chicago Sun-Times

The young families are the big buying families,
in Chicago as anywhere else. But nowhere else
can you reach them more effectively.
In Chicago, more young families
read the Sun-Times than any other newspaper.*

*Source: Publication Research Service Study #5

Social Status of Brand Influences Sales, Belgium Agency Men Are Told

BRUSSELS, Oct. 27—Advertised brands intentionally or unintentionally attract consumers from certain social classes and this identification will tend to exclude one class or another.

Consequently, it is the role of the motivation researcher to provide material to make it possible for the advertiser to control his brand image, according to Harriett Moore, executive director of the Institut fur Absatzpsychologie, Hamburg, and associate director, Social Research Inc., Chicago.

Mrs. Moore last week addressed the International Congress on Motivation sponsored by the Chambre des Agences-Conseils en Publicite, Belgium's association of advertising agencies.

■ As Mrs. Moore described the identification of brands with certain social classes, she made it plain that media are also subject to this pigeonholing in the buyers' minds.

Coming down to the practical demands of advertising, Mrs. Moore said motivation research must concern itself with "identifying the groups within a population and then with uncovering the meanings and motives they hold toward the object or idea that is to be advertised."

She outlined four classifications needed to identify and describe the advertiser's market: Sex, age and sociological and psychological characteristics.

She said often researchers and clients overlook the motivational knowledge locked in "age" and "sex." Too often, she added, "the age and sex range of research is limited by a mistaken belief that only the people who can buy the product today have any significance in its market."

■ "If we know the age and sex of a market—a real one or a hoped-for one—we can already make many deductions about its motives and characteristics," Mrs. Moore pointed out.

As an example, she selected the group of women between 18 and 25, which she said is a good cosmetics-consuming market and also a heavy buyer of baby supplies and special types of clothing.

Women in this group, she said, are strongly oriented to the nonessential aspects of what they buy: "They want nice-looking packages, an air of lightheartedness and pleasure about the product in its colors, its design and its finished look; they are not only more innovating than older (and younger) women, but they also have a bit of independent incentive to try something a little different from what they grew up with."

■ Moving on to the sociological and psychological characteristics of a market, Mrs. Moore dwelt on the importance of social class in influencing reaction to advertising and in buying decisions.

Mrs. Moore illustrated the function of social class by showing how this influences attitudes toward television and coffee.

Television, she said, represents a way of making contact with a world that can't be reached directly. The viewer "sees himself as a part of a social group which consumes this product, and his own views of that social group make him more or less tolerant of the materials and of the medium."

First, she said, people generally believe that the television audience is "best consumed" by children, older people, tired workers and their families and "people who have left the arena of their active work in order to experience something temporary, entertaining, educational and engrossing."

Such people, she points out, are not the most highly valued groups in modern societies. Such people are dependent, passive and non-intellectual.

■ These factors influence the attitude of various groups toward tv. The professional and managerial group is inclined to be rather choosy about tv, considering passivity "a bit of a vice" and believing that personal social skills in personal social contacts are the most rewarding and the most important way of dealing with people.

The mass of white collar workers, sales people, proprietors of small businesses, self-supporting and independent craftsmen, and so on "participate more in television audiences and with more ambivalence. They primarily think of it as a good thing and they find its ideal audience less undesirable—it's rather homey, after all, to have the children and old folks and dad after work all together and to have some wholesome entertainment with a good dash of education mixed in." At the same time, this group fears "systematic exposure" to tv, thinking it will release their "talents for passivity" and "train" their children to be passive. "They are forever preoccupied with the problem of 'too much'."

With the working class or blue collar group, tv's functions take on a new slant. "These people find the social group of television

31% more advertising pages in

That's right, this issue boasts 31% *more* advertising lineage than November '58—and an ad revenue of $1,190,000! It makes November our second, straight, over-a-million month—puts the 11-month ad-revenue total ahead of last year's by more than 58%. And we know right now that December will top the million mark, too—in fact, it's going to be the biggest December in our history! Something else worth flipping over: Woman's Day's startling circulation growth (all still *single-copy* sales!) To see how it's shot up since we

as one made up of mixed peers and superiors—one in which they are happy and at home. Nice people, lots of nice homes, lots of good-humored and relaxing friends and colleagues, enough people of higher station and higher position to make one pleased to come in." They also find it "educational" to see how the "upper" classes live, speak and dress.

■ "Television dramas, soap operas, variety shows, street-interviews, quiz shows, etc., *and advertising* are all techniques for educating the audience in what to want, how to want it, where to get it and—very importantly with many products—what to do with it once you get it. As Daniel Lerner has emphasized in his study of the countries of the Near East, the social groups to which mass media by definition appeal, are irrevocably influenced by these media, and often in ways which the upper middle class advertiser and advertising agent either fail to recognize or discount as 'only natural'; and hence he overlooks the potentialities of this social group for his product," Mrs. Moore said.

Mrs. Moore said the same factors apply to other media. Middle class people will read a popular working class paper, but with less thoroughness and with less responsiveness to the advertising "because they do not accept the ads as being oriented to themselves; which is an a priori obstacle that every advertisement should try to avoid!"

■ Mrs. Moore went on to relate in detail the influence of social class on attitudes toward coffee, showing how a similar analysis can be applied to other products.

She pointed out that without a comprehension of the social world of the market, the advertising man cannot communicate effectively or speak in terms understood by his audience. "At best he finds himself oriented to a small and particular sub-group whose spontaneous sentiments and whose social training have led to behavior deviant in the larger social group to which he ultimately belongs—and, more dangerously, he risks losing contact with this social market because he doesn't know how he got in communication with them in the first place, nor what next step is feasible, what is not."

Mrs. Moore said that although the consumer does not ask himself if he wants to join the social group that uses a brand or product, he is conscious that he could or couldn't do so. And "he more or less quietly refuses the advertiser's invitation when the party is not his sort." She added that it is impossible to be a "functioning brand" and not have a social place in the commercial system. #

CAMA Appoints Lickfett

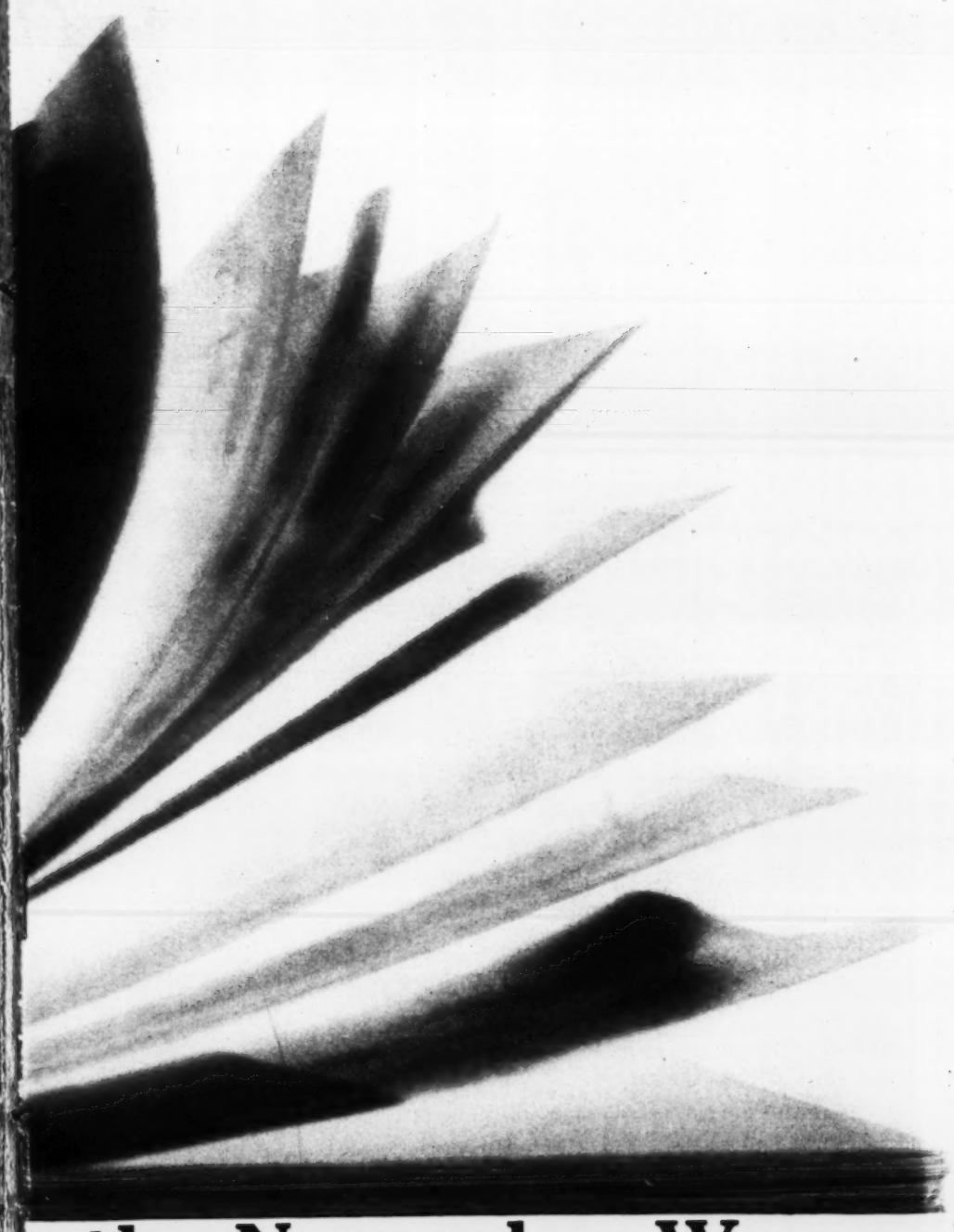
Continental Advertising & Marketing Agencies (CAMA), a network of European advertising agencies, has established the post of managing director and named Rolf Lickfett to fill it. Mr. Lickfett is a Swedish business consultant living in Switzerland. He was formerly general secretary of the Swedish Export Assn. in Zurich. Mr. Lickfett will make his headquarters in the offices of Rudolf Farner Advertising Agency, Zurich. Rudolf Farner is chairman of CAMA.

McCulloch Distributes Book

McCulloch of Canada Ltd., Toronto, manufacturer of chain saws and Scott outboard motors, is distributing to its salesmen "Retail Marketing," written by Clyde A. Kinzey, vp and general manager. The 44-page book is designed as a short course in retail marketing. It is also available free to McCulloch dealers, and will later be made available in quantity at cost to other Canadian companies.

Three Join Gaynor & Ducas

Gaynor & Ducas, New York, has appointed John T. McGrath an account executive and Joseph Colombo an art director. Mr. McGrath formerly was with Al Paul Lefton Co. Mr. Colombo was with Bryan Houston Inc. Gaynor & Ducas also has named Norman A. Church, formerly with Grant Advertising in Hollywood, an account executive in its Beverly Hills office.



the November Woman's Day

made the magazine available to all stores, check the box-score at right. Woman's Day is growing in every direction. Your sales can grow with it.

©1959, WOMAN'S DAY, INC.

WOMAN'S DAY, A FAWCETT PUBLICATION

Woman's Day's Circulation

First Six Months Average 19[illegible]8:	2,705,796
Last Six Months Average 19[illegible]8:	3,242,545
First Six Months Average 19[illegible]9:	4,147,163

Publisher's Statement to ABC

TIPS ON HANSONTYPES

Solid-Copper Duplicates of Process Originals for Publication Molding

Leading color advertisers and national publications recognize the high quality of Hansontypes . . . are regular users of Hansontypes. Tips On Hansontypes gives you basic information on this fast, money-saving method of duplicating process originals. Free upon request. Write.

HANSON COMPANY

9th and Sansom Sts., Phila. 7 WAlnut 2-5567

The **PROGRESS • HANSON • PROGRESSIVE** *Group*

One of America's Most Complete Graphic Arts Organizations

Philadelphia • New York • Newark • Lancaster Wilmington • Baltimore • Washington • Richmond

"We can use the kind of tool they're

I'm going to write if their man doesn't come around soon."
General Manager, Transmissions Manufacturer

This is a *direct quotation* from a McGraw-Hill subscriber. His answer to the question of how he responds to advertising comes from continuing readership studies. It pinpoints one of many roles advertising can play in a marketing program. But in the final analysis, no matter what objectives you assign to it, advertising helps *to sell your products and services.*

"We sent for a particular motor they advertised. So far, it is quite satisfactory."
Aero-Hydraulic Supervisor,
Hydraulic Pump & Press Manufacturer

"After seeing their ad recently, I called in the local representative. We're now using the product in our plant."
Vice President, Paper Products

"We called to get additional information on the equipment they advertised, then purchased it."
Electrical Engineer,
Aircraft Tools Manufacturer

"The equipment they advertise would be very handy. I'll put in for it."
Purchasing Agent,
Appliance Manufacturer

"The ad showed a pump that would do the work for us. I ordered it."
Project Engineer, Textile Company

"This ad influenced our thinking, because the equipment fits the operation in a new mine we're opening. We plan to contact their representative."
General Superintendent,
Coal Company

"This ad deals in circuits we work with, shows something new. We've talked it over and plan to purchase."
Production Engineer,
Electronic Equipment Manufacturer

"I've been reading their ads in connection with a new factory we're building. One of their men is drawing up some plans and costs estimates right now."
Vice President, Shoe Manufacturer

Readers respond to advertising in many ways, as all these *direct quotations* show. They are taken from continuing readership research, designed to find out the kind of buying action advertising in McGraw-Hill publications stimulates. Your McGraw-Hill representative will be glad to furnish additional evidence.

More than a million key businessmen pay to read McGraw-Hill publications. They form a responsive audience . . . one you cover most economically when you *concentrate* your advertising in the McGraw-Hill magazines serving your major markets.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N.Y.

advertising...

The CHARLESTON Market Is West Virginia's No.1 Market

PROGRESS IN CHARLESTON—Here is the recently occupied Development Building of Union Carbide Chemicals Co. One of two new units just completed at Carbide's Technical Center here, this building will house from 300 to 500 scientists who will develop new products and new uses for old ones. Carbide employs 7,736 at its suburban South Charleston operations.

The Charleston Gazette Charleston Daily Mail Sunday GAZETTE-MAIL

Represented Nationally by JOHNSON. KENT. GAVIN & SINDING. INC

EGGS-CELLENT—*All cartons for Sure Fresh eggs are clearly identified as containing a General Mills product.*

General Mills Tests Program to Sell Own Brand of Eggs in Jackson, Miss.

JACKSON, MISS., Oct. 27—General Mills is going into the egg business here in a big way, and the program it has developed eventually may be carried out on a national basis.

Through contract arrangements, 43 farmers within an hour's drive of this capital of "Ole Miss" are producing eggs for the company, using the company's chickens, its Larro feed product and following a definite plan of operation set up by the firm.

The quality eggs resulting are being marketed as General Mills Sure Fresh eggs and carry the company's guarantee.

A coordinated promotion program will kick off General Mills' drive to tell residents of Jackson and environs about the goodness of eggs—and Sure Fresh eggs, in particular—during this week.

■ A total of 380 radio and tv spots, full page ads in food sections of the *Clarion-Ledger News* and the *State-Times* and a special eight-page section Oct. 25 in the *Clarion-Ledger* are being used. In addition, there will be merchandising tie-ins with stores, radio and tv stations, grocer mailings and the use of jumbo postcards.

The carefully planned quality control program which General Mills has developed is expected to give stability not only to the farmer, but also to help provide economic stability to this area.

When the program reaches its objectives here within the next year, the company believes it will mean a $1,000,000 business—to be shared by many of the residents and companies of the area.

The new Sure Fresh program started in this area last May, when General Mills placed selected birds in poultry houses. The poultry men, working under a contract arrangement, were given specifications for all equipment and houses for the birds. All equipment in the program is identical, as are the strains of birds selected, and feed is expressly formulated to give the eggs identical yolk, flavor, color.

This careful planning assures uniformity of shell texture, size and color of eggs produced.

■ General Mills, because of its large stake in the packaged egg market, is planning to promote Sure Fresh eggs aggressively not only in Jackson, but in other areas of the country where programs are being developed.

The promotion includes advertising, merchandising, and public and consumer relations on a wide scale to make the consumers aware of the quality egg program that is being undertaken. Aiding in that operation is Klau-Van Pietersom-Dunlap, Milwaukee and Chicago, serving the Larro feeds division of General Mills.

Eventually, General Mills expects increased egg production in this area will supply enough Sure Fresh eggs so that they can be made available to markets in Biloxi, New Orleans and other Mississippi cities. #

Everyone in Chicago knows this man!

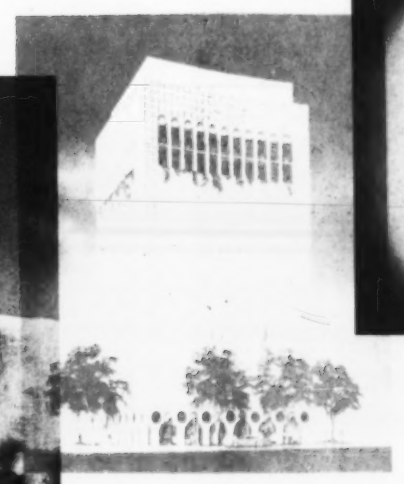
Chicagoans wake up to Norman Ross and his early morning "Facsimile" program...check his "Commentary" in the evening...and meet his famous guests on the Sunday "V.I.P." interview. Ross is a Chicago favorite because he's *exciting*. He refuses to sidestep controversy, insists on *lively* live TV. And of course he's seen *exclusively* on WBKB...the *excitement* station! Here's the channel that specializes in exciting programming...such as the Pan American Games, the National Clay Courts Tennis tourney, the Gleneagles "world's richest" Golf Tournament and other on-the-spot special events shows.

If you want to get Chicagoans excited about your product, tell 'em about it where they expect to find exciting things...on WBKB...the *excitement* station!

WBKB the *excitement* station, channel 7

owned and operated by the American Broadcasting Company

You're buying more than space...



...you're buying

■ an environment ■ a productive climate for advertising your building products, materials and equipment ■ productive because of the special kind of readership delivered by Progressive Architecture's...

...Editorial Supremacy

Since 1948, more architectural professionals have subscribed to PROGRESSIVE ARCHITECTURE than to any other architectural magazine in the world. And during this time this audience has increased some 60% —more than the growing profession itself!

This is the basic preference vote, and it indicates a basic truth: that P/A is the superior magazine in serving this profession. For it serves only this profession, and never stands still in doing it—expands, with its readers' interests, to serve them all as they arise, with vigor and originality.

Thomas H. Creighton, FAIA. Editor. Architectural practice 20 years. Author of several architectural books; noted critic and lecturer.

Behind this achievement is the field's most distinguished editorial staff, led by Thomas H. Creighton, Fellow of the American Institute of Architects—a title bestowed for his work as P/A's Editor. Of 16 members of the full-time staff, four are members of the AIA and several others yet have architectural training and experience. Of eight regular contributors, each is an acknowledged expert in the area on which he writes. And all 24 have a common dedication—to excellence in serving the architectural reader.

Charles Magruder, AIA. Managing Editor. Architectural practice, book author, extensive editorial experience.

Ilse Meissner Reese, AIA. Associate Feature Editor. Practice with Ketchum, Gina & Sharp. Bachelor Arch., Pratt Institute.

No means is left untouched in attaining this end...extensive travel in the field on the part of each editor, keeping very much in touch . . . continuous research into new products, systems, trends, everything that may have significance for the field...and, consistent readership research by independent agencies to gauge the reception of editorial efforts. On the opposite page are described a few of the specific achievements which have resulted from this approach . . . the unwavering goal of excellence, through every means available.

Burton H. Holmes, AIA. Technical Editor. B.S. Arch., Yale. Extensive engineering practice. Book author.

Jan C. Rowan, Feature Editor. Architectural registration in two states. Practice with I. M. Pei and Le Corbusier, among others.

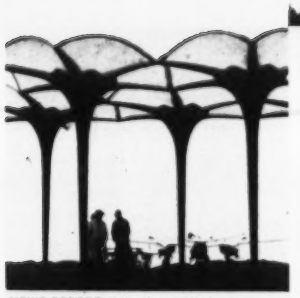
"Never stands still" . . . The traditional issue of an architectural magazine features "picture-book" presentations of recent buildings, time after time. This type of feature certainly has its merit, but is hardly up to serving all needs of the men in control of a rapidly changing industry.

PROGRESS REPORTS and ARCHITECT & HIS COMMUNITY articles personalize architectural reporting with case studies of individual firms. Representative samples of their work show each firm's progress and design philosophy. These reports often uncover new, unpublished firms of emerging talent. Illustration is of Lyring and Whiteman, Minnesota subjects of an October P/A study.

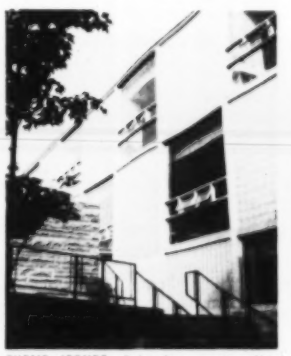
A few years ago, P/A began to vary this publishing pattern appreciably for the first time in the field.

Outlined on this page are some of the new concepts, developed by P/A in a decade of editorial vigor, to match the expanding interests of the men whose profession is translating your building products into structure.

P/A DESIGN AWARDS. Now in its 7th year, this program has been called the most important annual event of the architectural world by leaders of that world . . . because it's the only program for commissioned projects in the design stage . . . thus, the only guide to the best of tomorrow's architecture. Award winners are presented in January P/A, the best-read annual issue of architectural publishing. Shown is Saarinen's recently completed Concordia College, first honored with a P/A Design Award in January 1956.



NEWS REPORT. Introduced in January, as a new monthly section of the magazine, News Report is the only complete, self-contained news and product review of the architectural field . . . almost a magazine within a magazine. And, in fact it is mailed separately to a selected list of architects and engineers, upping its professional distribution to more than 50,000. Taken from a typical News item, illustration shows "undulating umbrellas" designed by George Nelson to shelter U.S. Exhibit at Moscow.



THEME ISSUES. Only two years after their introduction P/A's "theme issues" are now a legend. In each, the entire feature section is devoted to a multi-faceted analysis of a single, important technical topic . . . acoustics, lighting, curtain walls, etc. Specialist guest editors are retained for maximum authority. Illustration from September "Wall Assemblies" issue, is a glass block and plate glass curtain wall, fabricated by Pittsburgh Corning Corporation for a Pittsburgh hospital.

CRITICISM. Progressive Architecture devotes an increasing amount of attention to the vital job of assessing current architecture for merit and meaning. Articles this year on Frank Lloyd Wright and Seagram House, among others, have stirred widespread comment. Edward Stone's Huntington Hartford Museum, shown, is an example of "The New Sensualism" in architecture now being discussed by Tom Creighton.

And now in 1960, P/A has still more editorial expansion in store. Early next year, results will be seen of a complete visual remodelling now in progress. A "new look", coordinating and giving expression to the exciting new concepts developed by the P/A staff. In 1960, more than ever before, you will want your building products advertising to take advantage of the editorial supremacy of PROGRESSIVE ARCHITECTURE.

How Editorial Supremacy makes P/A mean Productive Advertising

By at least a dozen statistical measures, P/A is the number one magazine for selling the $32 billion architectural market . . .

1 PROFESSIONAL CIRCULATION

No contest here.
P/A first by a wide margin, with 35,414 professional subscribers.

RECORD has 32,048.
FORUM—26,860.

(Professional = architects, designers, engineers & draftsmen, in architectural-engineering firms and throughout government, industry and commerce).

2 TOTAL CIRCULATION

Interesting switch from item 1. FORUM leads this category, with 58,323 (31,463 subscribers outside the architectural profession).

P/A is second with 42,371.
RECORD—37,599.

3 CIRCULATION, NEWS REPORT SECTION

Not fair to compare here, since FORUM and RECORD have no such monthly section, overrun for mailing to extra architects and engineers. For P/A: professional readers (paid & controlled)—50,000 guarantee (including all U. S. Registered Architects); Total readers—over 55,000.

4 COST PER M, TOTAL CIRCULATION

P/A is content to be lowest in this item, thank you.

P/A—$16.76.
FORUM—$16.97.
RECORD—$18.62.

(Based on 12-time 1-page b&w rates now prevailing.)

5 COST PER M, PROFESSIONAL CIRCULATION

P/A lowest again with $20.05.

RECORD—$21.84.
FORUM—$36.86.

(Based on 12 time b&w rates now prevailing. Works out much the same with announced rates for 1960.)

6 AD PAGE VOLUME

RECORD leads here, by a steadily diminishing margin over second-place P/A (see items 7, 8).

First 9 months of 1959:
RECORD—2308.
P/A—1434.
FORUM—1254.

(Source: Industrial Marketing)

7 AD PAGE GAINS, 1959

For 1st nine months: P/A leads with a 72 page gain. FORUM second with half of that—36 pages. RECORD up 14.

(Source: Industrial Marketing)

AD PAGE GAINS (OR LOSSES), LONG-TERM

From January 1956 through September 1959—a period including boom years and bust—

P/A **up** 106 pages.
RECORD **down** 29 pages.
FORUM **down** 710 pages.

(Source: Industrial Marketing)

9 VISIBILITY (RATIO, EDITORIAL TO AD PAGES)

P/A gives you better visibility, with 41 pages of editorial to every 59 of ads (average, 1st 9 months). By P/A's count,

RECORD'S record is 31:69.
FORUM—37:63.

10 READER PREFERENCE STUDIES

On advertiser-conducted studies made within the past two years, P/A was first in 16 cases—nearly every one we've heard about, including a study made on a rival publication's subscriber list. Disregard any studies over two years old—they're evading an obvious trend.

11 READER ACTION (INQUIRIES)

No contest here.
P/A topping 20,000 reader responses per month from the intensively read News Report section. No information from RECORD or FORUM on this score.

12 AD READERSHIP

P/A is the only architectural magazine which offers you readership studies of your ads—by Daniel Starch and Staff—so there's no way to compare here, either. However, P/A is deemed an "unusually well-read magazine" by Starch. High readership scores are won by ads in every product category.

All circulation figures (except item 3) based on Publishers' June 30, 1959, ABC Statements.

. . . but these statistics only exist because of an even more basic factor—editorial supremacy, in serving the men whose profession is shaping tomorrow's buildings out of *your* building products. That, more than anything else, is why P/A means PRODUCTIVE ADVERTISING.

Progressive Architecture

ABC R ABP

A Reinhold Publication ■ 430 Park Avenue, N. Y. 22

HEY, BILKO—*This is one of a series of counter and floor displays Carling Brewing Co., Cleveland, has prepared to tie in its sponsorship of "Best of Bilko" (CBS-TV). The brewer also sponsored the "Louie the Louse" spectacular, starring Phil, on CBS Oct. 17.*

Massey-Ferguson Names 5 to New Ad Staff Positions

TORONTO, Oct. 27—Massey-Ferguson has announced five appointments in its advertising department.

The farm equipment manufacturer named Donald T. Hind, formerly assistant advertising manager of Chrysler of Canada, to be sales promotion supervisor. Kenneth C. Niva, formerly ad production supervisor at Massey's Racine, Wis., headquarters, was named business manager.

Edward N. Everett, formerly in Kansas City, was named exhibits supervisor; William M. McCormack, previously with Du Pont of Canada, was named publications editor, and Kenneth R. Graydon, formerly with Canadian Broadcasting Corp., was named creative editor.

The appointments were all to new posts and were made as part of a reorganization of the company's North American marketing organization. #

BBDO Adds Chun King Foods Line in Canada

Chun King Sales, Duluth, producer of canned and frozen Chinese foods and other food products, has named the Toronto office of Batten, Barton, Durstine & Osborn to handle advertising for its Chun King line in Canada. BBDO last spring also was named to handle Chun King brands in the U. S. (AA, April 20). Chun King's Jeno Italian foods and Wilderness pie filling are handled by Olmsted & Foley.

In Canada, newspapers and radio will be used initially to promote the "free dessert" campaign which has been running in the U. S.

Bochner Named President

S. D. Bochner has been elected president of S. D. Bochner Associates, New York. Mr. Bochner was formerly a consultant in the management division of J. K. Lasser & Co. The Bochner company, which has offices at 595 Fifth Ave., is a consultant to circulation and fulfillment managers of publishers and mail order companies.

ARF Names Six

The Advertising Research Foundation has appointed six new members to its technical committee. They are Richard H. Baxter, vp and director of research, Cunningham & Walsh; Howard L. Beer, marketing research coordinator, Ford Motor Co.; Jack R. Green, media research director, J. Walter Thompson Co.; David Holzman, manager of communications research, International Business Machines Corp.; Richard F. Kieling, director of market research, P. Lorillard Co., and Gerald N. Pickman, director of marketing research, Kudner Agency.

Canco Names Dowling

Fenton J. Dowling has been named manager of the marketing division of American Can Co.'s sales department. He succeeds Edward K. Walsh, who has been appointed an assistant to the vp of the Canco division's sales department.

WOULD YOU PAY $6.00 FOR AN IDEA?

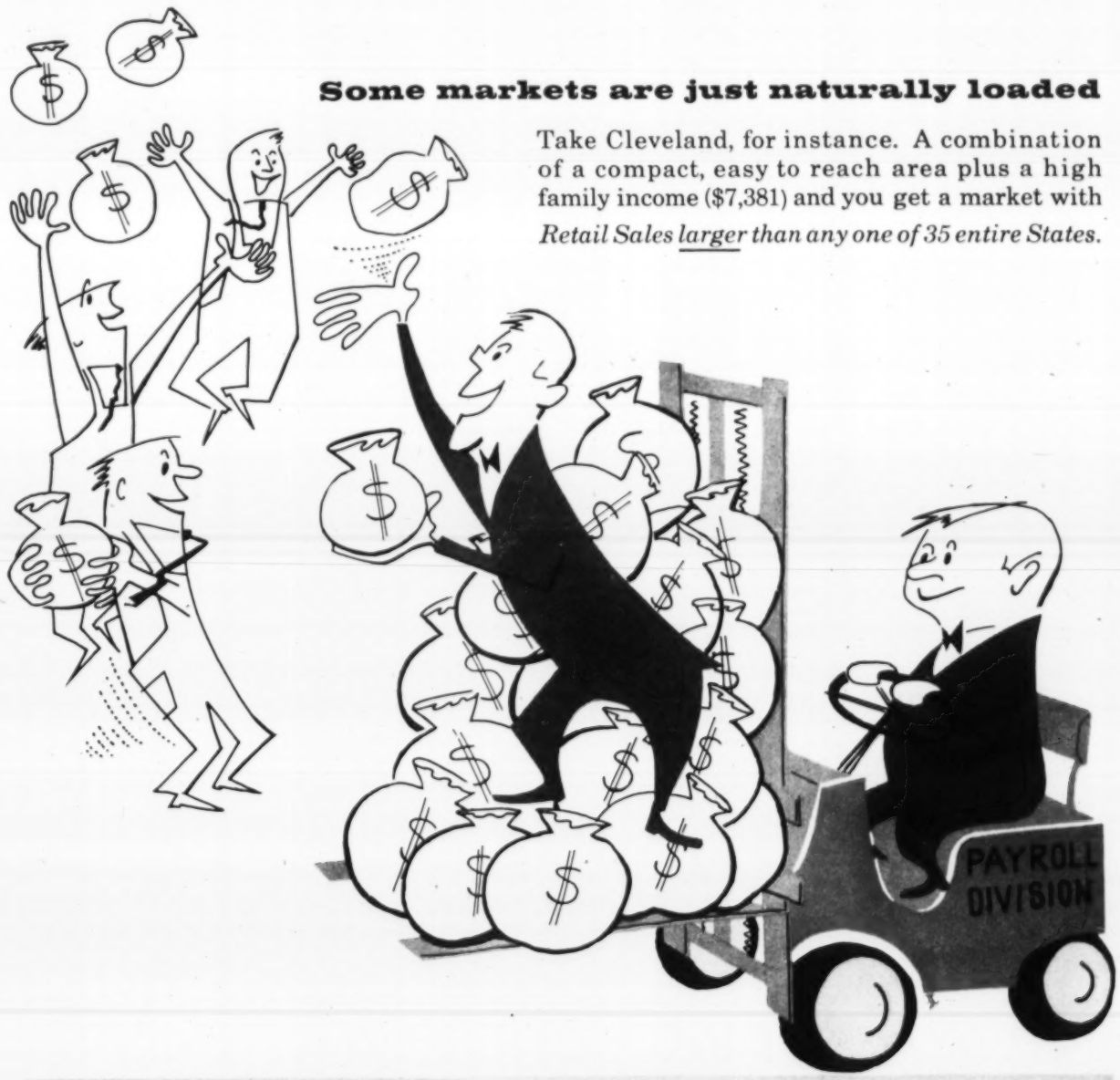
You actually will get hundreds of ideas with Art Direction magazine. Its 12 monthly issues are packed with illustrations of the freshest, best approaches to advertising and promotion problems in all media. Only $6.00 for more than 1400 pages published annually. 2 years, $10.50.

subscribe **ART DIRECTION**

A18 19 W. 44th St., New York 36, N. Y.

Some markets are just naturally loaded

Take Cleveland, for instance. A combination of a compact, easy to reach area plus a high family income ($7,381) and you get a market with *Retail Sales larger than any one of 35 entire States.*



RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,183,389	$1,816,558	$3,999,947
Retail Food Sales	580,592	479,486	1,060,078
Retail Drug Sales	85,464	51,380	136,844
Automotive	353,778	337,921	691,699
Gas Stations	145,825	165,980	311,805
Furniture, Household Appliances	113,896	91,658	205,554

(Source: Sales Management Survey of Buying Power, May 10, 1959)

***Akron, Canton and Youngstown Counties are not included in above sales**

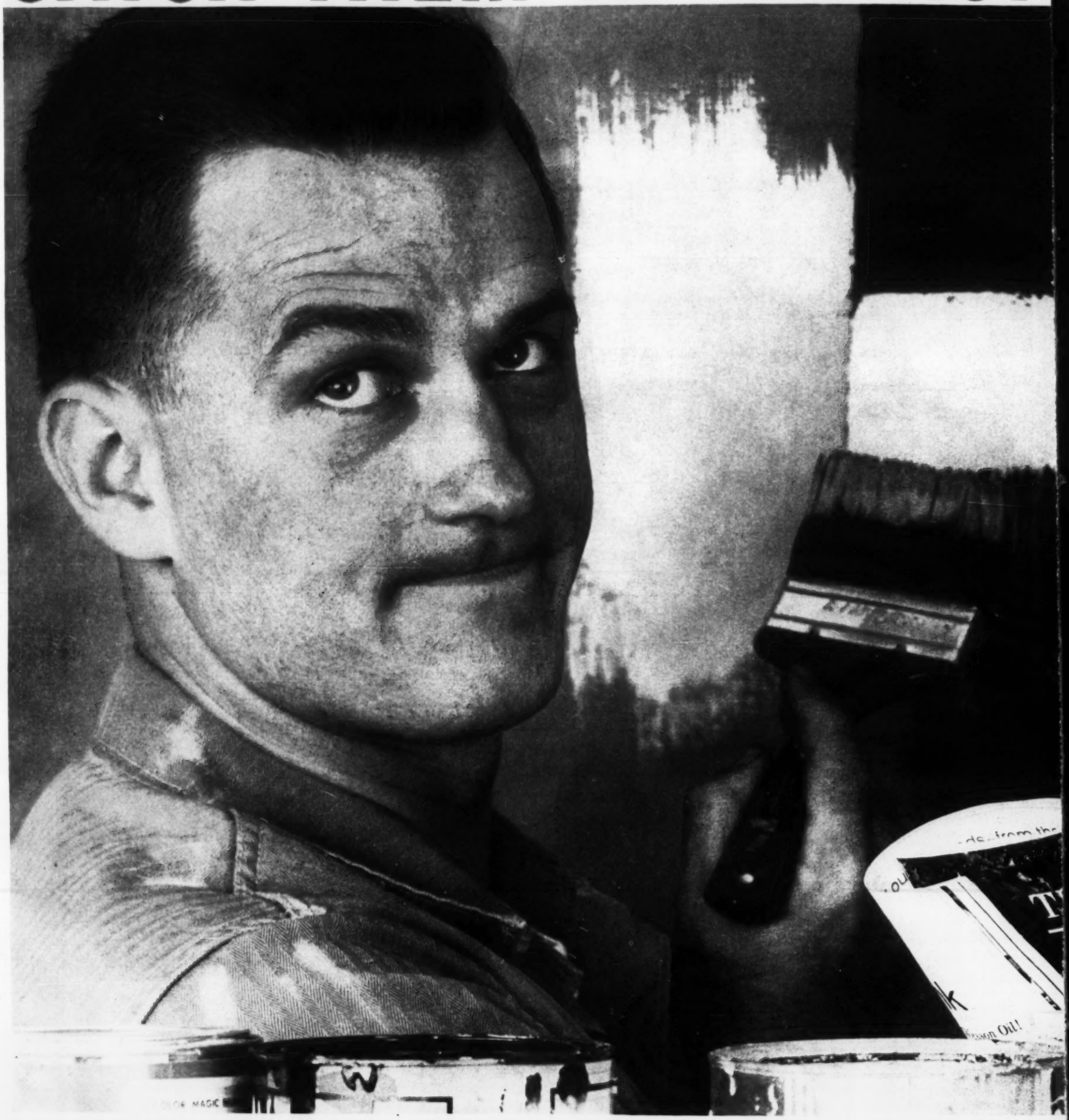
***Whatever* you sell in Greater Cleveland you'll sell more of it in The Plain Dealer**

And you really sell this market in

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

CATCH THEM IN THE ACT



12,000,000 men and women are in complete harmony when it comes to finding colorful, practical ideas for their homes. They find them in the pages of American Home, the magazine they read when they are in the act of planning their buying . . . the magazine they read solely for down-to-earth suggestions they can use now. If you have a product that belongs in the home—it belongs in American Home

CATCH THEM IN AMERICAN HOME

A CURTIS MAGAZINE READ BY 3,600,000 FAMILIES WITH A CONSUMING INTEREST IN THE HOME

Corporate Ads Needed to Preserve Image of Companies Multiplying Abroad: Thompson

BOSTON, Oct. 27—An "American international business revolution" is in the making, and advertising must play a role in it, Harry C. Thompson, director of the international editions of *Newsweek*, told the Boston Conference on Distribution last week (AA, Oct. 26).

The international business upheaval, he said, has been "precipitated by cuts in U. S. dollar aid abroad, a gargantuan revival of Western European and Japanese industrial enterprise, and the end product of American corporate investment abroad.

"Taken together," he said, "they are changing the whole posture of American international trade."

Mr. Thompson said the total sales of U. S. operations overseas are $30 billion—nearly twice the level of U. S. commercial exports—and that overseas sales are outdistancing export growth, noting that in 1958, 3,000 U. S. companies were manufacturing abroad and U. S. overseas investments earned $3.4 billion last year.

■ "The 'urge to diverge' overseas by American corporations," Mr. Thompson said, "has given a totally false impression of the vitality and strength of our international enterprise, taken as a whole. This is unfortunate because it negates the excellent financial, legal and production job U. S. industry has been doing in regearing itself to meet today's changed producing and marketing conditions."

Mr. Thompson suggested that the day may not be far off "when American companies will not have international divisions but rather that they will become in name, as in fact, international companies with American divisions, thus matching the global nature of their operations."

Intelligent public relations within a country should help break down chauvinistic tendencies, he said, and surround a local unit with an aura of being part of something bigger.

■ He recommended corporate advertising on a global scale. "Advertising, initiated by the parent company, over and above local advertising of subsidiaries or affiliates," he said, "can set the pace for all corporate operations. Correctly used, it can create a favorable worldwide identity by emphasis on facilities, experience, growth, industry standing, age, diversity and scope of service. It can bridge the gap between distributors, licensees and subsidiaries. It can serve as a calling card—a report to consumers, governments, the financial community and potential investors. It can help make good employe relations. It can stimulate long-range development by paving the way for the introduction of new products or ideas from one national market to the next.

"International identity is essential," Mr. Thompson said, "if a company is to prevent itself from being swallowed up by its own multi-national creations. The establishment of worldwide corporate identity by individual American companies will say decisively that the U. S. is still quick on its feet, still a brilliant builder and an aggressive competitor."

■ In another talk to the conference, Lewis Gruber, chairman and chief executive officer of P. Lorillard Co., predicted that the non-filter cigaret will continue to decline in sales, menthol brands will be taking 20% of the market within two years and before long there will be a shakeout that will leave five or six brands in a dominant position.

Mr. Gruber noted that there is now "the incredible total" of 117 brands and sizes of cigarets on the market, with 20 major brands each selling more than 1 billion units annually. He said the shakeout will be coming "sooner than anyone here realizes."

■ He noted that there are now three sizes—regular, long and king—and he predicted that the king-size will become "king." He believes that the cigaret package of the future "is the cigaret pack of the present and the past: the popular soft or cup package."

"Thus, as I see it," Mr. Gruber concluded, "for the foreseeable future at least, the dominant tobacco product will be the king-size filter in the soft pack. The other brands, sizes and packaging styles will not be obliterated but instead will be regulated to smaller markets with specialized tastes.

"As to cigaret advertising, the pattern is indicated—heavier and more extensive advertising via print, tv, radio, billboards, point of sale, promotions, coupled with greater use of product claims and influences of product differences. In the struggle to dominate the market, each cigaret's selling advantages will be dramatically emphasized."

■ Robert E. Valode, vp and general manager of Renault Inc., told the conference that style changes in automobiles are losing their appeal, and that many U. S. buyers now favor makes which offer little change over long periods of time. "They know that their investment will depreciate slowly, in accordance with the use of the car, and not rapidly because of style change," Mr. Valode said.

The major problem of today's automobile selling, he said, is service. "A manufacturer's success in meeting this problem will largely govern the success or failure of his product," he predicted.

Albert Haring, professor of marketing in Indiana University's school of business, pointed out that marketing techniques are eliminating human contact in merchandising with the result that creative personal selling is being destroyed in conventional retail channels.

"The new and larger stores have strict inventory policies," Mr. Haring said, "so that a manufacturer must have real consumer acceptance before he can secure adequate shelf space for his product, or even persuade the logical outlets to handle his goods.

"Creative selling, particularly creative personal selling, has been sacrificed on the altar of lower retail costs," he declared.

■ Prof. Haring advised manufacturers of quality products, particularly those requiring competent demonstration, to experiment in the field of direct selling. He said many consumers prefer face-to-face buying from a trained seller "because effective human contact is still the basic method of transacting business."

He cited five reasons why consumers prefer making purchases in their own homes:

"1. Convenience and comfort, free of traffic and parking problems, and no baby sitters.

"2. Ease of making decision at home, without pressure or haste.

"3. The opportunity of trying out products before purchasing.

"4. The whole family can be consulted.

"5. The family's need for instruction and special service."

■ Godfrey M. Lebhar, board chairman of Lebhar-Friedman Publications, publisher of *Chain Store Age*, reviewing the century of progress of chain stores since the establishment of Great Atlantic & Pacific Tea Co. in 1859, said the number of retail stores of all kinds in operation today is about

STOP HIM

and 4,000,000* other young men "on the move" who shop in P.A.G. pages every month!

How do you hit a moving target? Use the magazine that *stops* him... that caters to his compelling interest in cars... the pages that not only *halt* but *hold* four million pair of roving eyes every month! In short, P.A.G.'s Big Three!

Today's fast-moving young man buys more consumer products than his Dad, making him *the* "big spender"! And what does he buy? Just about everything:

Over half consume 4-15 soft drinks per week! *70%* smoke one or more packs of cigarettes a day. *88%* purchase their own toiletries. *94%* buy suits by brand name. *61%* buy new cars, just one of their many hobbies. (P.A.G. reader buying habits per latest Eugene Gilbert Survey.)

P.A.G.'s ad volume *doubled* in the past year! Figures, doesn't it? Join the consumer product advertisers who are scoring with more young men for their dollars... use P.A.G.!

The Petersen Automotive Group reaches more young men between 18 and 25 than any other magazine!

**Readership 4,000,000—ABC circulation 1,200,000*

1,700,000. Of that number, he said, 10% are chain stores, if you count companies operating two or more stores. But if you confine the category to companies with four or more stores, then 6% of all retail outlets are chain stores.

Mr. Lebhar estimated retail sales this year will be about $125 billion. About $70 billion or one-third of the total, he said, will be accounted for by chains with two or more stores, or $55 billion or about 25% if the estimate is restricted to chains with four or more stores.

■ The chains did not get to their present position on the basis of multiple store operation alone, Mr. Lebhar said. Many other factors played an important part—"their dedication to low-price policy, the physical outlets they provided in places where they were needed, the huge demand they stimulated for popular-priced merchandise, the great buying power they represented and the opportunities they gave suppliers for centralized selling—all these factors worked in favor of mass production, and, by the same token, established the chains as a key exponent of mass distribution.

"As long as retail stores continue to provide the main channel through which consumer goods must find their way to the people," Mr. Lebhar said, "I expect that chain stores will figure prominently in the picture."

Steele Stickley Edmondson Baxter MacPherson Glavin Bubser

NEW ENGLAND NEWSPAPERS AD EXECS—*At the 22nd annual dinner of the New England Newspapers Advertising Bureau were Richard C. Steele, associate publisher, Worcester Telgram-Gazette; James B. Stickley, assistant publisher, Providence Journal-Bulletin; British Consul General G. D'Arcy Edmondson, Boston, guest speaker; Hartley C. Baxter, exec vp, Simonds, Payson Co.; Gordon E. MacPherson, advertising manager, Woonsocket Call; Anthony G. Glavin, bureau director, and Andrew Bubser, New England district manager, International Salt Co.*

■ J. Gordon Dakins, exec vp of the National Retail Merchants Assn., speaking on the future of the independent store, called small business the core of the American free enterprise system, and pointed out that estate taxes are a menace to the maintenance and succession of store ownership within a family.

Among the assets of independent stores, Mr. Dakins listed local ownership and management, with the resultant local prestige; flexibility and freedom from head-office pressures that permit quick response to local circumstances, and the power to administer with a thorough knowledge of local demands. #

Two Join Ogilvy, Benson

David Buchanan, formerly copy supervisor on Cheer and Liquid Ivory at Procter & Gamble Co., has joined Ogilvy, Benson & Mather, New York. Ogilvy also has named Philip Thompson, formerly with Dowd, Redfield & Johnstone, a copywriter.

For more facts and figures on P.A.G., talk to a P.A.G. representative today:

Petersen Publishing Company

NEW YORK: *17 East 48th Street*
CHICAGO: *360 North Michigan Avenue*
LOS ANGELES: *5959 Hollywood Blvd.*
DETROIT: *738 Book Building*
CLEVELAND: *834 Schofield Building*
SAN FRANCISCO: *155 Montgomery Street*

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245 East 39 Street
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COMPLETE ENTHUSIASM OR MONEY REFUNDED

Portland Maine

the launching pad of *product testing*

Libby's chose Portland, Maine because conditions are ideal for market testing.

Portland Maine Newspapers
PRESS HERALD EVENING EXPRESS
SUNDAY TELEGRAM
94% coverage of ABC retail zone
100% coverage of city zone
represented by Julius Mathews Special Agency

I 6 2

FIRST in the United States among cities under 150,000 population.

SIXTH in the United States among ideal testing cities regardless of population.

SECOND of all testing cities in New England regardless of size.

Source: Sales Management

POLICE AWARD—*Erwin Wasey, Ruthrauff & Ryan, Los Angeles, has been awarded a certificate of recognition from the Los Angeles civil service commission for its contribution to the police department's recruitment program. Dr. Joseph W. Hawthorne (left), general manager of the civil service department, makes the presentation to David B. Williams, EWRR president.*

Two things about Frank Smith are striking—his eyebrows and his economic acumen. The former are obvious to the casual observer; the latter has won for him the respect of the experts who read his incisive editorials daily in the American Metal Market.

Over fifty years on the American business scene have equipped Smith to wear four hats—editor, economist, political analyst and balance-wheel of the AMM editorial staff. One of his specialties is interpreting editorially what today's developments will mean to the economy tomorrow. For as Editor Smith says, "Our readers want the facts, not the funnies. And they want the news presented accurately and honestly."

Years ago Smith was secretary to Josephus Daniels, Secretary of the Navy. This was followed by a career in trade and investment finance, with years spent in Wall Street, South America and Europe.

Many of his thought-provoking editorials and articles have been read into the Congressional Record and they continue to be must reading for businessmen.

Frank Smith is one of the team of experts that other experts read daily in the American Metal Market.

Read page by page first thing every morning of every working day by more than thirty-one thousand of industry's top metal buyers.

Not simply because they want to, but because they have to... because AMM's daily news and market information is vital. So vital, in fact, that they pay more than a quarter of a million dollars to read it. So vital that they pay industry's top subscription rate of $24.00 a year!

AMERICAN METAL MARKET
18 Cliff Street, New York 38, N. Y.

AMERICAN METAL MARKET

...as vital to metal buyers as the ticker is to Wall Street

Coming Conventions

*Indicates first listing in this column.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 4-5. American Assn. of Advertising Agencies, eastern annual conference, Biltmore Hotel, New York.

Nov. 8-11. Assn. of National Advertisers, annual fall meeting, The Homestead, Hot Springs, Va.

Nov. 17. 4th annual R.O.P. color conference, Sheraton Hotel, Chicago.

Nov. 18. American Assn. of Advertising Agencies, annual eastern central regional meeting, Penn-Sheraton Hotel, Pittsburgh.

Nov. 18-20. Television Bureau of Advertising, annual meeting, Hotel Sheraton, Chicago.

Nov. 23-24. National Business Publications, regional conference, Drake Hotel, Chicago.

*Jan. 22-24, 1960. Midwestern conference, Advertising Assn. of the West, Lafayette Hotel, Long Beach, Cal.

March 6-10, 1960. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

April 25-27, 1960. Sales Promotion Executives Assn., third annual conference, Hotel Astor, New York.

*June 12-15, 1960. 57th annual convention, Advertising Assn. of the West, Del Prado Hotel, Mexico City.

Leo Williams to Offer Service

Leo E. Williams, who will retire at the year's end as advertising director of *Home Furnishings Daily*, under the Fairchild Publications' retirement plan, will offer a creative selling service for business paper advertising starting Feb. 1. The Fairchild publications will be Mr. Williams' first account, and he will take on a limited number of non-competing publications.

Bon Ami Buys Mutual Spots

Bon Ami Co., New York, has signed a 13-week contract with Mutual Broadcasting System to run at least 30 one-minute spots per week. The company recently announced participations in NBC-TV's "Jack Paar Show" and a hefty print schedule. Cole, Fischer & Rogow is the agency.

Meyer & Behar Adds One

Lines Bros., New York, has appointed Meyer & Behar Advertising, New York, to handle U.S. promotion of Tri-ang toys and games, and Pedigree carriages.

'U. S. News' Moves in Cleveland

U.S. News & World Report has moved its Cleveland ad office to the Illuminating Bldg., 55 Public Square.

A Report to the TV Industry from Ampex Corporation

PACIFIC CABLE STORY TAPED IN HAWAII; OTHER NEWS

AMERICAN TRUST COMPANY, San Francisco, and Hawaiian Telephone Company, Honolulu, jointly sponsor programs in "Science in Action" series, shown here being taped in Honolulu at ABC affiliate, KHVH-TV. Mainland taping done at KRON-TV (NBC). One show, "Long Lines to Hawaii," features recent completion of trans-Pacific telephone cable. The second, "Polynesian Culture," presents remarkable cultural background of the Polynesians. McCann-Erickson, Inc. is agency for American Trust and N. W. Ayer for Hawaiian Telephone.

JACK LINKLETTER, JOYCE TAYLOR launch new Mobile Cruiser for CBS Television's "On the Go" program. Vehicle carries two Ampex Videotape Television Recorders allowing two programs to be taped simultaneously and tape editing and duplicating on the spot. Cruiser is 40 feet long, completely equipped with director's booth, five monitors, library, tape storage, cameras and own generator capable of lighting five story hotel. It is owned jointly by John Guedel and Art Linkletter.

CEDAR RAPIDS' new department store, Armstrong's, tapes opening tour of departments for series of 18 five-minute news-type programs to promote new store to Eastern Iowa viewers. Through local Ambro Agency, shooting was done right in store with normal store lighting in one regular business day and microwaved to WMT-TV studios and there taped on Ampex Videotape Television Recorder.

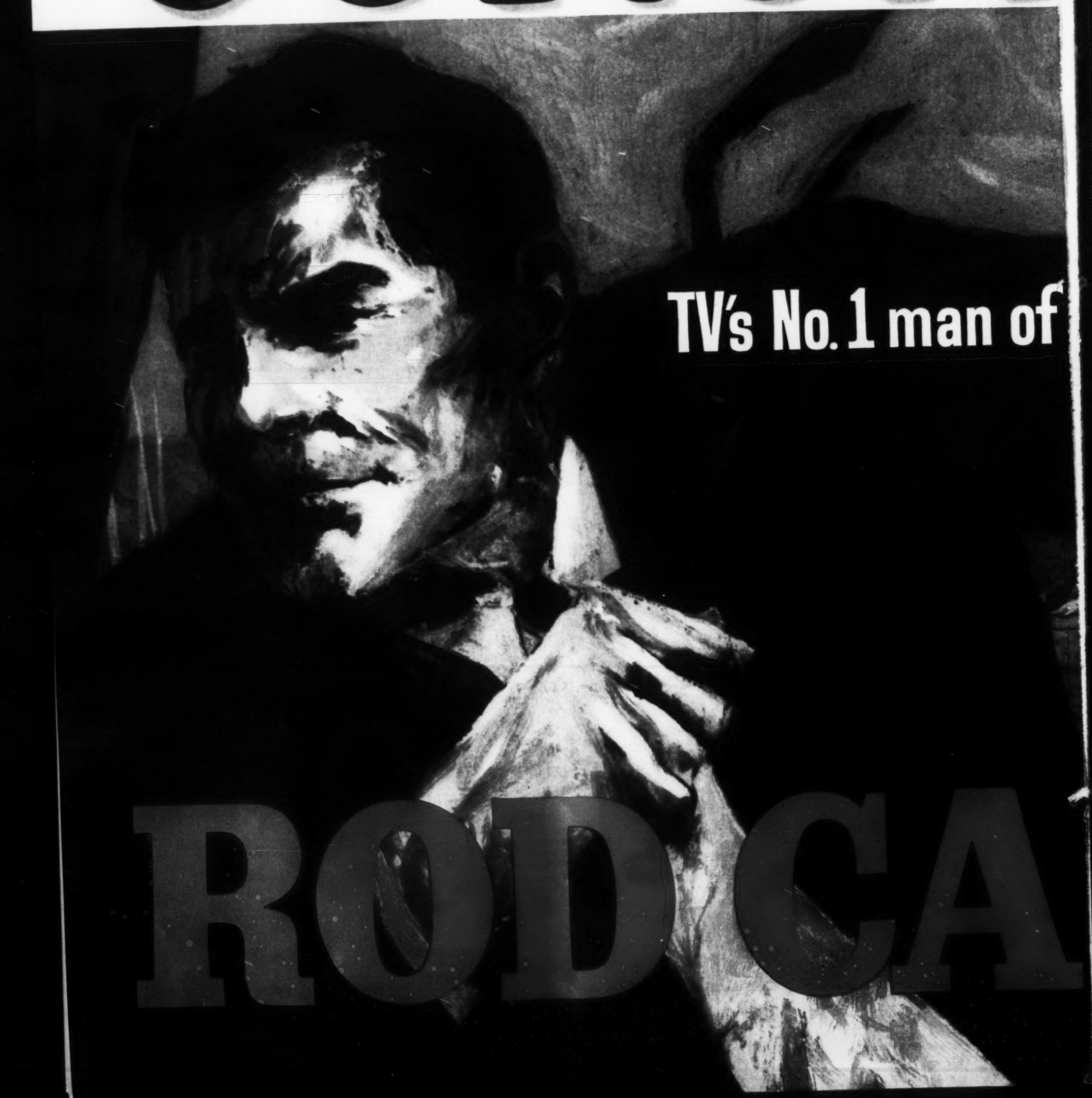
SPEEDWAY PETROLEUM tapes 5 commercials in one day using mobile taping unit to capture Detroit landmarks for road-test commercials for agency, W. B. Doner & Company. Commercials are taped from widely spaced locations using Mobile Videotape unit of Giantview Television Network, Detroit.

MISS FLORIDA contest is broadcast in Tampa 30 minutes after taping pageant in Sarasota, 45 miles away. Sponsors are Pepsi Cola Bottlers and National Auto Super Market. Tapes of first part of show were flown from mobile Ampex Videotape Television Recorders to Tampa and rushed, with police escort, to station. Taliaferro & Associates is Pepsi Agency.

STORER BROADCASTING COMPANY uses practical and economical way of reviewing broadcasting techniques of their entire network. George B. Storer, Vice President, does this via Ampex Videotape Television Recorders at directors meeting held at WJBK-TV, Detroit. Station managers and program directors see newscasts, weather shows, special programming and commercial handling techniques of their contemporaries at one time and place. Each network station presents samples of its work. After meeting, each station dubbed reels of best material submitted to take back to its own staff for study. Other stations participating are WSPD-TV (Toledo), WAGA-TV (Atlanta), WJW-TV (Cleveland) and WITI-TV (Milwaukee).

**TM Ampex Corporation*

CORON

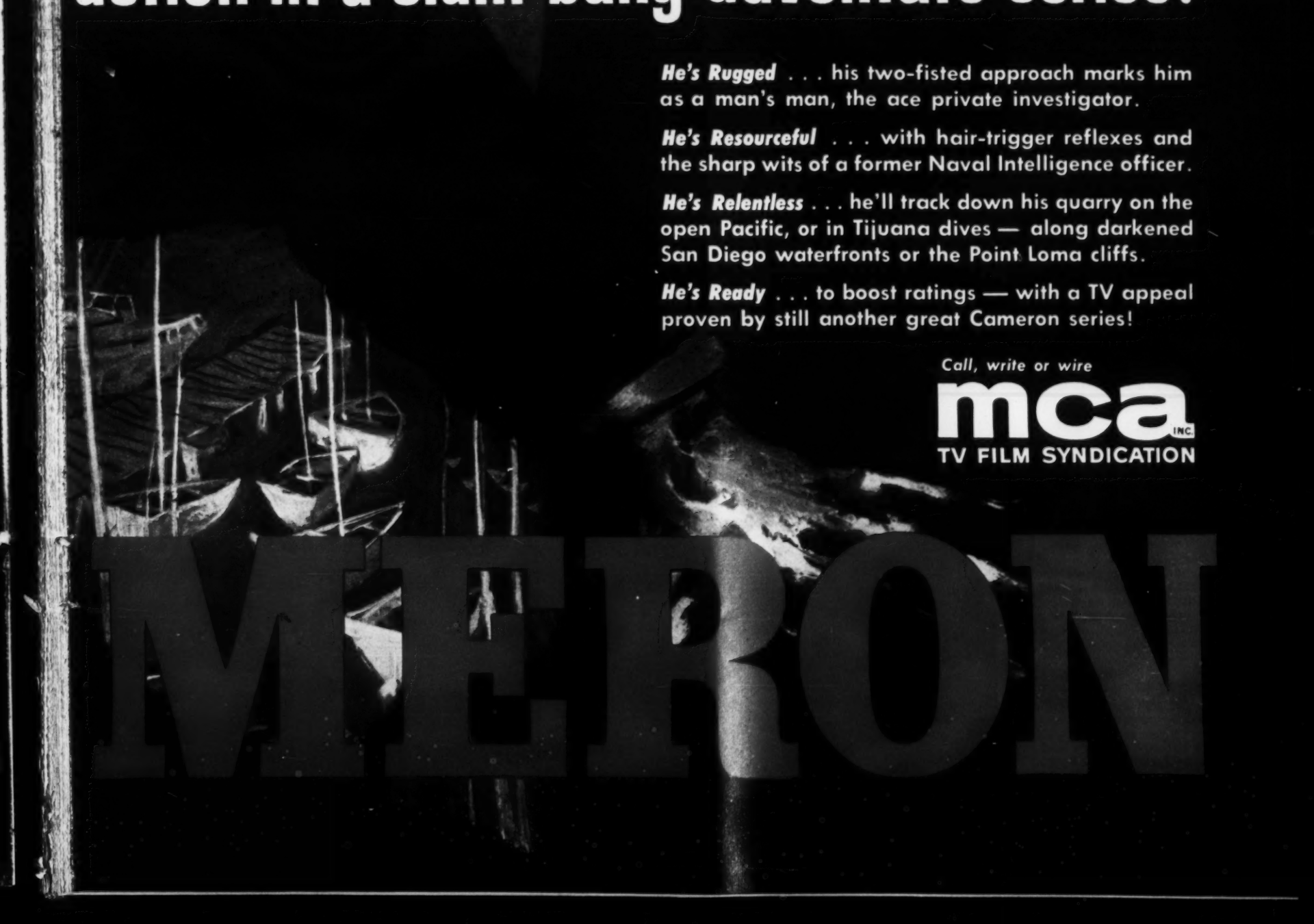


ADAM 9

39 ALL-NEW FIRST RUN HALF HOURS

Pre-sold in 67 markets to Falstaff Brewing

action in a slam-bang adventure series!



He's Rugged . . . his two-fisted approach marks him as a man's man, the ace private investigator.

He's Resourceful . . . with hair-trigger reflexes and the sharp wits of a former Naval Intelligence officer.

He's Relentless . . . he'll track down his quarry on the open Pacific, or in Tijuana dives — along darkened San Diego waterfronts or the Point Loma cliffs.

He's Ready . . . to boost ratings — with a TV appeal proven by still another great Cameron series!

Call, write or wire

mca INC.

TV FILM SYNDICATION

MEIRON

William Golden, 48, CBS Exec, Authority in Art Field, Dies

STONY POINT, N. Y., Oct. 27—William Golden, 48, creative director of advertising and sales promotion of the Columbia Broadcasting System tv network, died Oct. 23 of a heart attack at his home here.

Mr. Golden was born in New York, and later lived in Los Angeles, where he attended the Academy of Modern Art. He started his career on the art staff of the *Los Angeles Examiner*. Later he worked on the *New York Evening Journal* and *House & Garden*. In 1937 he joined CBS as an artist in the advertising department, and was named art director in 1940. During World War II he was with the Office of War Information, rejoining CBS in 1946 as associate director of advertising and sales promotion. In 1951 he was appointed creative director.

■ Through his work for CBS, Mr. Golden gave the entire field of print advertising an appearance, identity and point of view that has been widely copied. One of his outstanding contributions was the introduction of CBS Television's familiar and widely memorable "eye" trademark.

Mr. Golden was active in stimulating and encouraging young talent and helped train many of the younger art directors who have since gained recognition both within the various divisions of CBS and throughout the advertising field.

His own contributions to design and typography were internationally recognized through exhibitions of his work in Stockholm, Munich and Switzerland, as well as throughout the U.S. He was twice chosen as one of the "ten best" art directors by the National Society of Art Directors, and over the past decade he received the prime awards of various art directors' clubs throughout the country.

■ Mr. Golden was a member of the board of directors of the American Institute of Graphic Arts. As chairman of its "Design & Printing for Commerce" exhibition he inaugurated the "50 Advertisements of the Year" show.

In 1958, a collection of graphic arts material which he created was made available to the White Museum of Art, at Cornell University, for exhibition in connection with the 12th festival of contemporary arts. Last June Mr. Golden was an invited participant in the ninth international design conference, Aspen, Colo., as one of a group of world authorities in the field of visual art.

His widow is Cipe Pineles, art director of *Mademoiselle*.

GEORGE A. YOUNG

BOSTON, Oct. 27—George A. Young, 84, retired local ad director of the *Boston Herald-Traveler* and 52-year veteran of the advertising business, died Oct. 15.

Mr. Young had been with the *Herald-Traveler* for 32 years when he retired in 1949. He was a pioneer member of the Advertising Club of Boston and a member of the newspaper's Quarter Century Club.

FRED T. MARTIN

DETROIT, Oct. 27—Fred T. Martin, 65, manager of display advertising of the *Detroit Times* for more than 30 years, died Oct. 19 in New Grace Hospital here, after complications following an operation a month ago for cataract removal.

Mr. Martin was born in Toledo and had his first newspaper job with the *Toledo Blade* in circulation in 1910. He rose to be distribution manager by 1914. He then took a job on the ad copy desk of the old *Detroit Journal*, where he remained until 1921, when he returned to the *Blade* as makeup manager. He joined the *Detroit Times* in February, 1927.

He was known for his ability to satisfy a maximum of advertising needs through a close study of advertisers' problems and through a knowledge of their likes and dislikes on space allocations. His hobby was management of a kennel of Labrador retrievers.

J. AUBREY HOPE

PHILADELPHIA, Oct. 27—J. Aubrey Hope, 58, former vp and general manager of the Pennsylvania region of Reuben H. Donnelley Corp., died Oct. 18 at Delaware County Hospital, Drexel Hill, Pa.

Mr. Hope joined Donnelley in 1930 as sales manager. He was appointed general manager in Philadelphia in 1949 and was promoted to vp and general manager of the Pennsylvania region in 1952, a position he held until his retirement in 1956. Before joining the corporation, Mr. Hope was with the Diamond State Telephone Co., Wilmington, Del., and was later transferred to Lehigh Telephone Co., Allentown, Pa., as sales manager.

BEN H. GAFFIN

CHICAGO, Oct. 27—Ben H. Gaffin, 45, president of Ben Gaffin & Associates, an independent market research agency, and president of its subsidiary, U.S. Interviewing Corp., both of Bensenville, Ill., died Oct. 21 in Hines Memorial Hospital. Death was attributed to a brain tumor.

Mr. Gaffin was associated with Lord & Thomas, Pyschological Corp. and Opinion Research Corp. before opening his two companies in Chicago in 1947. He moved the operation to Bensenville early this year. His wife, Ellen, who had worked with him, will assume control of the companies.

WILL WHITMORE

NEW YORK, Oct. 27—Will Whitmore, 57, advertising manager in charge of sales promotion of American Telephone & Telegraph Co., died of cancer at St. Luke's hospital here Oct. 20. In 1930 Mr. Whitmore joined Western Electric Co., subsidiary of AT&T, and became advertising manager in the mid-thirties. In 1948 he joined the parent company as radio advertising manager and later became advertising manager. In 1958 he was named advertising manager in charge of sales promotion.

JOSEPH L. GOOCH JR.

YORK, ME., Oct. 27—Joseph L. Gooch Jr., 76, former head of Gooch & Co., New York management consultant, died Oct. 16 in a York hospital after a short illness.

Born in Wakefield, Mass., Mr. Gooch served as an Army major in World War I. Before establishing his own business, he served

Mondays through Thursdays at 6:30 P.M., it's the Curt Massey Show on KRCA—a sprightly quarter-hour of popular song, featuring Curt, Liltin' Martha Tilton, Country Washburn's band, and a bevy of their own special guests.
Sundays, 3:30 to 4:00, noted artist, art critic and instructor Lorser Feitelson brings KRCA audiences a series of lectures devoted to the appreciation of contemporary art.
Opposite ends of the programming spectrum? Yes. But each a vital part of KRCA's overall purpose, serving the entire community. This is KRCA's extension of the NBC Television Network concept, rewarding programs for every television taste.
AUDIENCE: THE SUM OF MANY PARTS
KRCA
NBC Owned
Channel 4 in Los Angeles
Sold by NBC Spot Sales

successively in the ad department of Mellin's Food Co., Chicago; as an account executive with J. Walter Thompson Co., New York, and as circulation manager of Curtis Publishing Co., Philadelphia.

He retired from business in 1949 and had spent much of his time since then at his summer home in Ogunquit, Me.

EDWIN C. FABER

NEW YORK, Oct. 27—Edwin C. Faber, 82, retired chairman of Chicago Car Advertising Co. and onetime president of the old Barron G. Collier organization, died Oct. 21 at his home here after a long illness.

Mr. Faber was active in transport advertising for more than 30 years. He joined Collier in 1922 and became its president in 1939. The same year he was elected president of New York Motor Coach Advertising. In 1940 he became president of Chicago Car Advertising and served in that capacity until 1953, when he was elected board chairman. He retired last year.

GILBERT W. HARRISON

NEW YORK, Oct. 27—Gilbert W. Harrison, 46, an account executive with McCann-Erickson, died Oct. 24 in Presbyterian Hospital after a month's illness, presumably of cancer.

He was graduated from the University of Oklahoma in 1936, then attended the Harvard graduate school of business administration for two years. In 1938 he joined the economics department of the American Petroleum Institute. In 1942 he joined American Can Co. as head of market research; in 1945 he moved to McCann-Erickson as an account executive.

Mr. Harrison was the son of Walter M. Harrison, managing editor and director of Oklahoma Publishing Co., Oklahoma City, and a former president of the American Society of Newspaper Editors.

JOSEPH W. SHERAR

PORTLAND, ORE., Oct. 27—Joseph W. Sherar, 54, since 1957 director of trade promotion for the Western Pine Assn., died here Oct. 13, following a three-month illness.

He joined the association's staff in 1937 as a field representative in Texas and Oklahoma. In 1944 he was assigned to the association's Portland, Ore., headquarters, where he took over direction of the nationwide ad and trade program for the 12-state association. At that time its annual budget was $150,000. Currently the figure exceeds $800,000.

Mr. Sherar was a past president of the Oregon Industrial Advertisers Assn. and a past national director of the National Industrial Advertisers Assn.

CARL A. SALSTRAND

DENVER, Oct. 27—Carl A. Salstrand, 53, president of Ball & Davidson, died Oct. 8. He joined the agency 25 years ago. Mr. Salstrand also had been executive secretary of the Denver Rotary Club for many years.

BOLD—*To promote new Zero King Coats made of its Darvan, a new nutril fiber, B. F. Goodrich Chemical Co. will run this ad in The New Yorker. Griswold-Eshleman Co. is the agency.*

ROBERT W. SAWYER

BEND, ORE., Oct. 27—Robert W. Sawyer, 79, retired editor and publisher of the *Bend Bulletin*, died of a heart attack Oct. 13.

Born in Maine and educated at Harvard, Mr. Sawyer practiced law in Boston until 1910 when he went West and went to work for the *Bend Bulletin*. In 1915 he became the newspaper's editor and later became the publisher. He sold the paper to Robert W. Chandler in 1953 and retired.

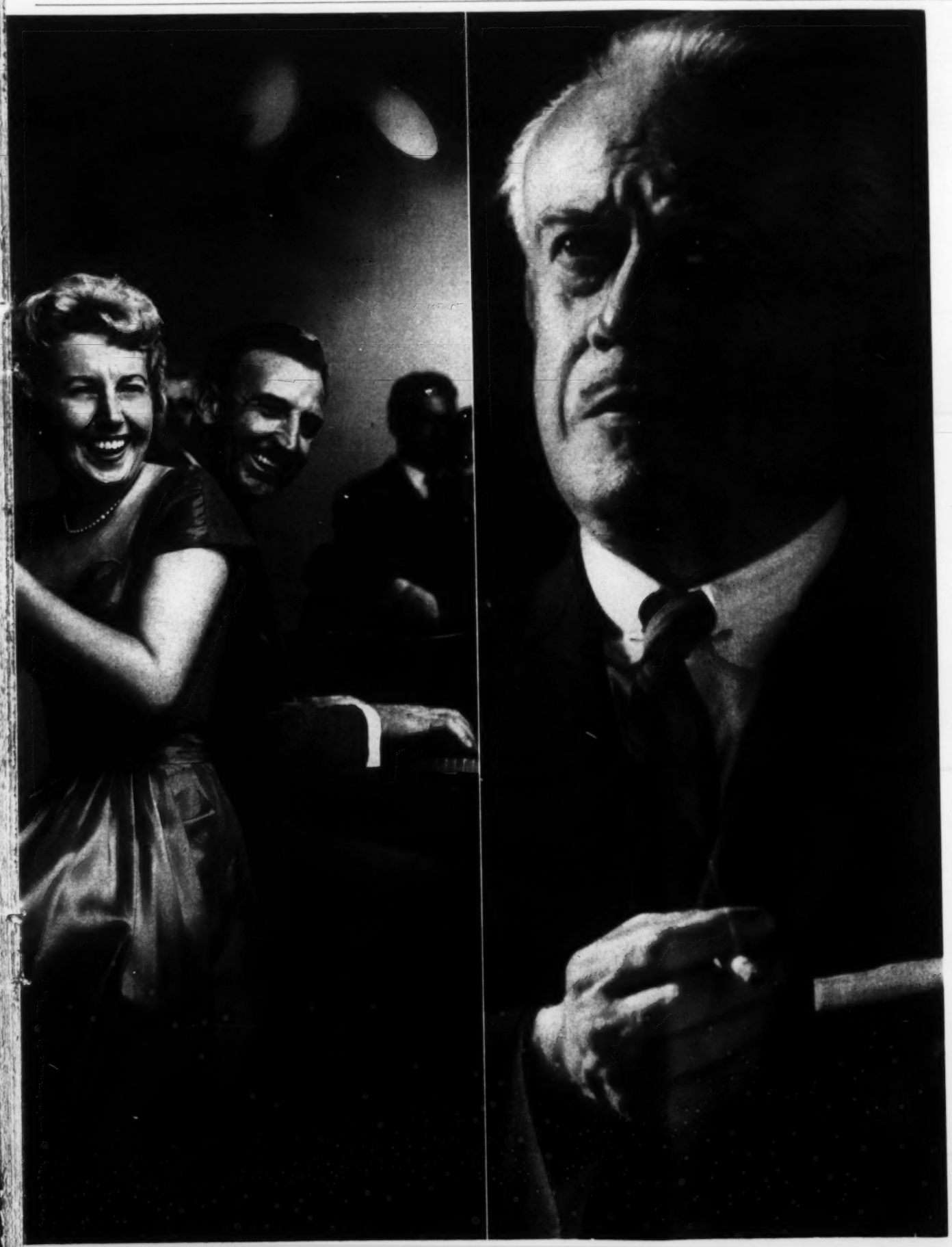
In 1953 Mr. Sawyer was cited as Oregon's "top citizen" of the preceding half century by then Gov. Charles A. Sprague, publisher of the *Oregon Statesman* at Salem, Ore.

MAXEY E. STONE

EMPORIA, VA., Oct. 27—Maxey E. Stone, 48, president and general manager of Stone Broadcasting Corp., operator of radio station WEVA, Emporia, died Oct. 15 in a Richmond, Va., hospital.

Sy Rosen Adds Wolf

William P. Wolf Marketing, consultant in the supermarket field, has appointed Sy Rosen Advertising, New York, to handle its advertising.



the association of
art
studios in Chicago, inc.

- ART PLUS, INC.
- BERLET ANDERSON MARLIN, INC.
- CARNAHAN HANSON CO.
- COMMERCIAL ILLUSTRATORS, INC.
- COVENTRY, MILLER & OLZAK, INC.
- GRANT JACOBY STUDIOS, INC.
- KLING BIELEFELD STUDIOS, INC.
- KOOPMAN NEUMER
- HOOVER & KERN STUDIOS, INC.
- NUGENT WILLIAMS STUDIOS, INC.
- PACE STUDIOS
- PROMOTIONAL ARTS, INC.
- BERT RAY STUDIOS
- VOGUE WRIGHT STUDIOS
- WHITAKER-GUERNSEY STUDIO, INC.

aasc 1000 advertising artists
SERVICE-DEPENDABILITY-INTEGRITY

the Association of Art Studios in Chicago, inc.
20 North Wacker Drive, Chicago 6, Illinois
R. A. Good, Executive Secretary

Food Is News, Hearst Tells NAFC Convention

WASHINGTON, Oct. 27—They didn't really need to be told, but the nation's food giants were told once again—this time by the editor-in-chief of Hearst Newspapers—that food is often more important than politics.

William Randolph Hearst Jr. made this comment to more than 3,000 top industry executives attending the 26th annual meeting of the National Assn. of Food Chains here. It was a meeting at which the food moguls received a harsh warning from Federal Trade Commission Chairman Earl W. Kintner—similar to the one he gave to the National Assn. of Broadcasters a week ago—to stop abusing the law or face further government intervention in their activities (AA, Oct. 26).

And, parenthetically, it was a meeting at which the food magnates, in a return to some of NAFC's early objectives, decided to strengthen their government relations and appoint a new exec vp with an experienced political background. He is Clarence G. Adamy, currently director of personnel for the Republican National Committee.

■ Mr. Hearst told the concluding luncheon meeting that "in this country more newspapers are sold every day than packs of cigarets, loaves of bread, containers of milk, cans of beer or packages of food—than almost anything the American public buys."

But, he added, in his prepared text, food "is news of a very high order of importance and interest to the American family today. It has sometimes pulled my ego down a bit to learn from certain of our surveys that my 'inside story' about an international development was topped in readership by an item on the food page titled, 'How to Put Pep in Your Pastry'."

The bulk of Mr. Hearst's remarks were confined to a commentary on Nikita S. Khrushchev and the Soviet picture.

■ A presentation by *Everywoman's Family Circle* revealed that "dependable quality meats" is the No. 1 factor to 32.7% of a reader panel in deciding on a favorite supermarket. Price is the second most important factor (19.3% of the panel), followed by brand names, variety and other operational aspects like friendliness, location and parking service.

"Perhaps store advertising should put more emphasis on meats and produce, stressing quality and freshness," concluded the magazine.

Other media presentations before the convention included a slide film study on new product development by *This Week Magazine* and successful food chain case histories by *Chain Store Age*.

Bigness has its blessings and its headaches (besides those induced by the FTC), and the NAFC decision to eliminate exhibits and manufacturers' room displays and hospitality suites from future conventions (AA, Oct. 19) drew a mixed reaction.

■ NAFC President John A. Logan said the move was made "in an effort to assure that top supplier executives and food chain management can discuss matters of policy in a congenial, less crowded and more relaxed atmosphere with fewer demands on time and with less convention 'fanfare'."

He has discounted reports that the move might be prompted by Internal Revenue Service inquiries into the tax exempt status of organizations with income from outside exhibits.

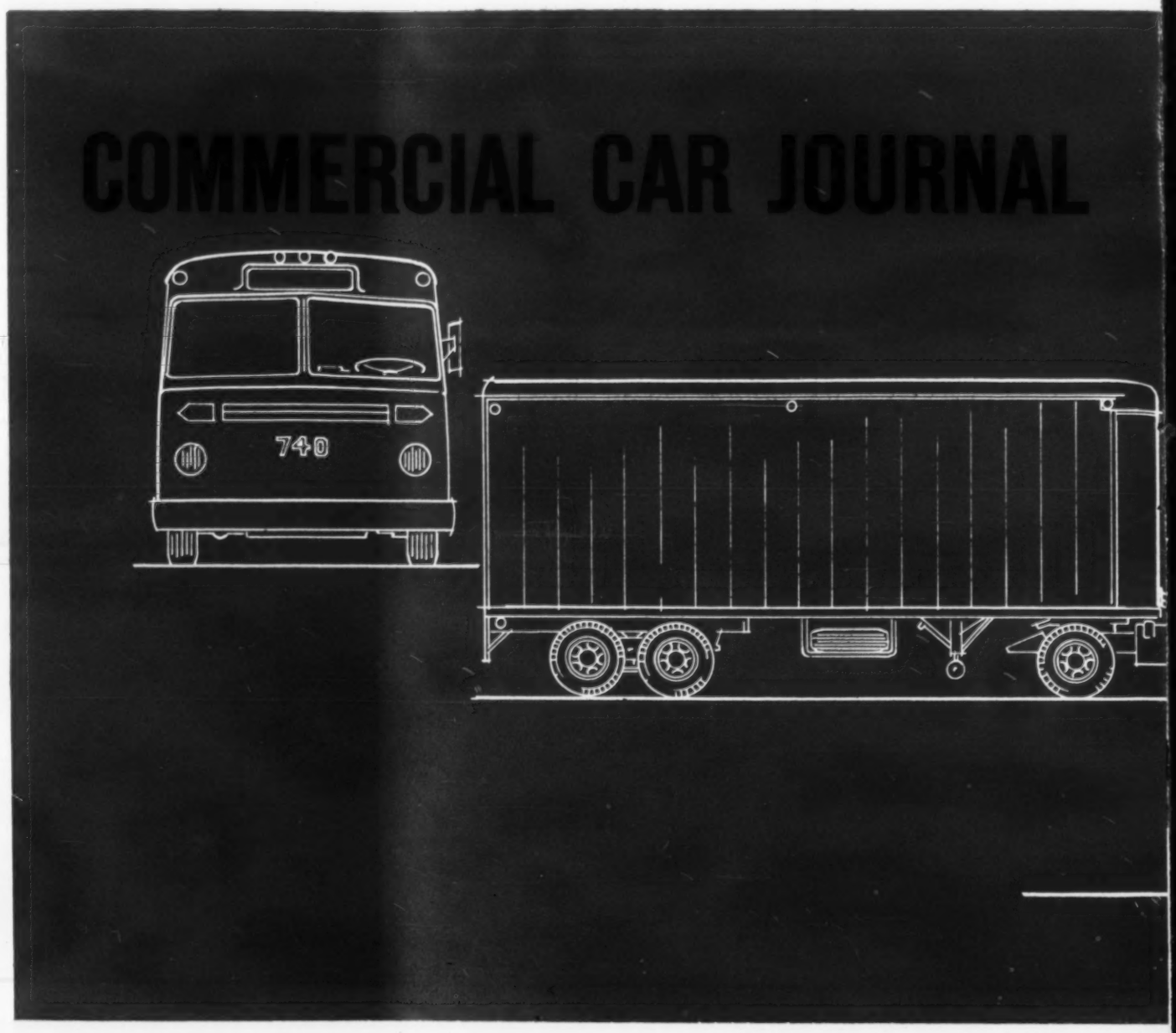
G. H. Achenbach, of Piggly Wiggly Sims Stores Inc. and outgoing chairman of the NAFC board of directors, tried to soften the blow at a "salute to suppliers" luncheon Tuesday when, in discussing next year's meeting (Miami, Nov. 27-30), he told the manufacturers, "Please don't feel that we don't want you with us in Miami. Maybe we can go dutch on it instead of drinking up all your liquor," and he invited the exhibitors to "come down and have a good vacation with us and not have to work."

■ Some exhibitors have expressed resentment over the location of their machinery and equipment displays in the rather unappealing basement of the Shoreham, while the more spacious exhibit hall at the Sheraton Park, where most business sessions took place, was empty much of the time.

But others professed satisfaction at the discontinuance of these functions because of the wear and tear on top manpower. "I'll tell you one thing," added another, "it'll save a hell of a lot of money and energy."

"We didn't see one blue badge all morning," a major exhibitor lamented last week. The roughly 1,000 blue-badged NAFC members were outnumbered at the convention about two-to-one by red-badged suppliers and guests. And the announcement several weeks ago of the exhibit's discontinuance apparently served to further discourage attendance at the lame duck exhibition.

■ Much of the NAFC membership is duplicated in the much larger Super Market Institute and there is feeling that the NAFC display is a needless, and second best, effort. And the point is also advanced that "top" management in a large



Gives readers in the *self-serviced* fleet industry news and information about fleet management, maintenance, safety and operation. CCJ is newsworthy, practical and easy to read.

Gives advertisers in one concentrated group the most accessible collection of buyers of vehicles, equipment, parts and services in the trucking industry—over 42,000 management readers who are responsible for the operation of some 31,000 self-serviced fleets, plus nearly 8000 readers of influence among truck and construction equipment dealers, component specialists, engine rebuilders, vehicle manufacturers, and Government agencies.

Commercial Car Journal is published by Chilton, one of the most diversified publishers of trade and industrial magazines in the country—a company with the experience and resources to make each of 17 publications outstanding in its field.

In keeping with Chilton policy, the staff of Commercial Car Journal devotes full time to the publication, with the dual aim of continuing its editorial excellence and maintaining its high-quality circulation. The result is a magazine *designed to sell* the truck and bus fleet market.

chain does not generally buy machinery and equipment, anyway.

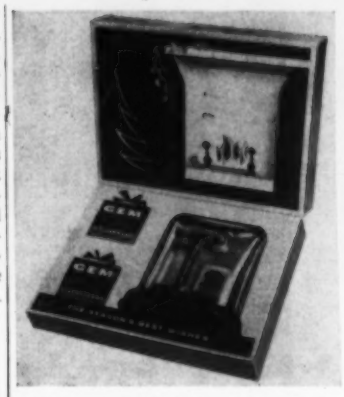
But there are certain to be disappointed NAFC members next year, not to mention their wives.

One operator reported that he had not attended a single business session but had been spending nearly all his time looking at exhibits. He had decided to buy a printing machine which he hoped would eliminate several sign painters and if only for this reason, considered his attendance here fruitful.

■ NAFC members' wives have been having a ball. Besides receiving corsages and bouquets attending separate ladies' lunches and fashion shows—with the tabs picked up by food suppliers—they have been loaded down with miscellaneous loot and souvenirs as they make their way through the two floors of exhibitors' rooms in the Sheraton Park. "Never underestimate the power of a woman," the exhibitors figure.

One lady reported she had perfected her corridor-strolling to a science. She picks out rooms to visit where the prospects of reward seem best, expresses considerable interest in the exhibitions display and gently works the conversation around to the subject of free samples. One exhibitor has promised to send her a canary when she gets back home. For her, too, the meeting has been a success.

Suppliers' expenses at the convention have not been minuscule. Besides their exhibits, rooms, personnel and dinners (Colgate-Palmolive Co. brought an Ed Sullivan show to a dinner they hosted), the manufacturers have been chipping in for attendance prizes which included a 15′ motorboat (Purex Corp.), a Jeep station wagon (Kaiser Aluminum & Chemical Sales), a Triumph sports car (Fulham Bros.), an automobile telephone with one year's service (Foremost Dairies), tv sets, sterling silver, photographic equipment, hi-fi sets, and matched luggage—presumably to help haul it all home.



YULE JEWEL—*Especially designed for Christmas display, this Gem push-button razor gift set is packaged in red, black and gold foil. It includes two dispenser packs of 18 blades.*

NAFC headquarters, which has watched a huge growth in membership and interest since its founding in 1933, at times seems overwhelmed by it all. Even before the meeting opened, there were some 50 reporters said to be on hand but only about 20 press tickets available for many functions.

■ Claude W. Edwards, president of Alpha Beta Food Markets and general chairman of the annual meeting, succeeded Mr. Achenbach as chairman of the NAFC board of directors. He has been president of the Western Assn. of Food Chains and the Super Market Institute, the first man to have served as head of all three organizations. #

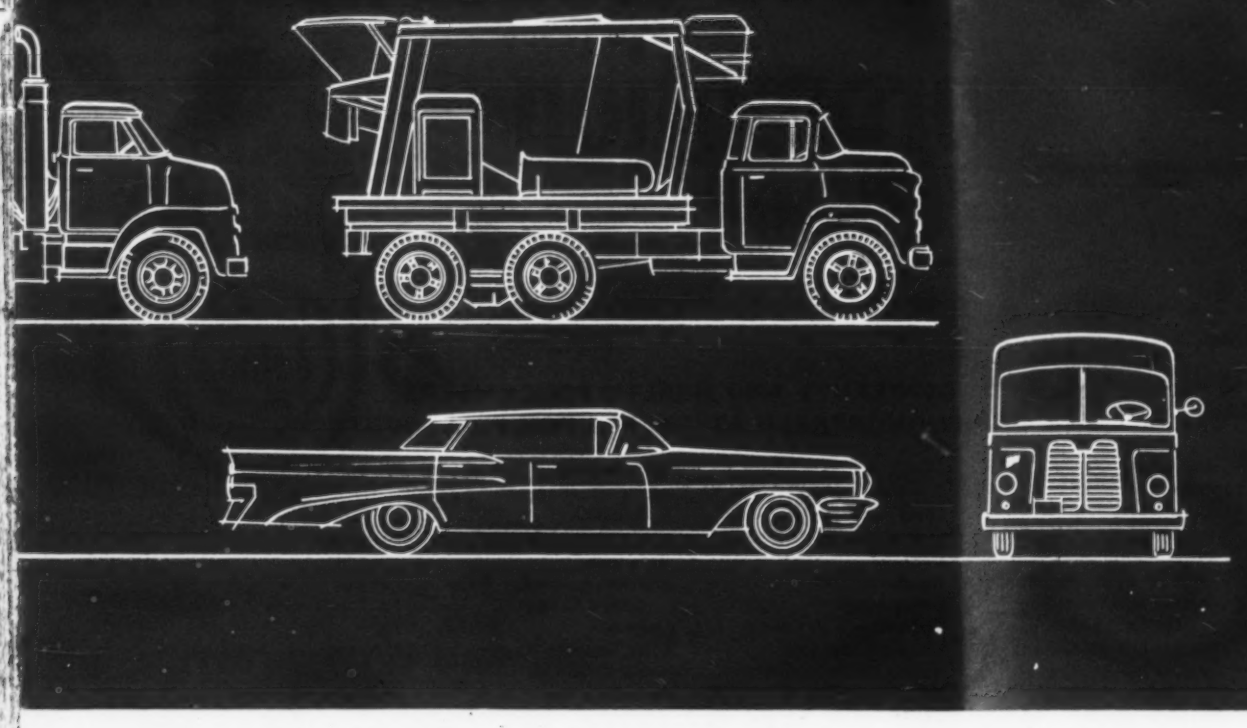
Ziv Forms Canadian Company

Ziv International Television Programs, New York, has formed a Canadian company, Z.I.T. Programs (Canada), for the exclusive distribution of Ziv television programs in Canada. Myron (Mike) Burnes, formerly advertising sales director of the *Cincinnati Times-Star*, has been named vp and general manager of the new company, which has offices at 80 Richmond St. W., Toronto.

'San Jose News' Names Rhodes General Manager

Raymond H. Rhodes has been appointed general manager of the *San Jose Mercury* and *News*. Mr. Rhodes, formerly assistant to the publisher, joined the *Mercury* and *News* one year ago. He fills the position left vacant by the death of Henry C. Page two years ago.

designed to sell
the truck and bus fleet market



Chilton
COMPANY
Chestnut and 56th Streets • Philadelphia 39, Pennsylvania

PUBLISHER OF: Department Store Economist • The Iron Age • The Spectator • Automotive Industries • Gas Hardware Age • Boot and Shoe Recorder • Butane-Propane News • Electronic Industries • Aircraft and Missiles Jewelers' Circular-Keystone • Optical Journal & Review of Optometry • Distribution Age • Hardware World Motor Age • Commercial Car Journal • Product Design & Development • Business, Technical and Educational Books

WTRF-TV STORY BOARD

A Londoner confused by American word usage dwelt on the use of the word "fix".

"When invited to dinner, my host asks how I would like my drink fixed. He means mixed. My hostess calls to hurry me because dinner is fixed—she means prepared. Your mechanic says he will fix your flat tire, he means repair. You're on a fixed income—it's steady and unchanged. You fix something to the wall, I'd attach it. You say you'll fix him, you mean revenge.

"Finally you remark that you're in a hell of a fix, and I see that you may have some comprehension of my predicament in trying to follow your simplification."

● Simplification? We can fix you up if you want exposure for a spot campaign in this rich, busy, Upper Ohio River Valley Super Market. Nearly 2 million people in this 36-county area look to WTRF-TV for what to do with their 2½ billion dollar spendable income. Want fixed up for your share? George P. Hollingbery has specifics.

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

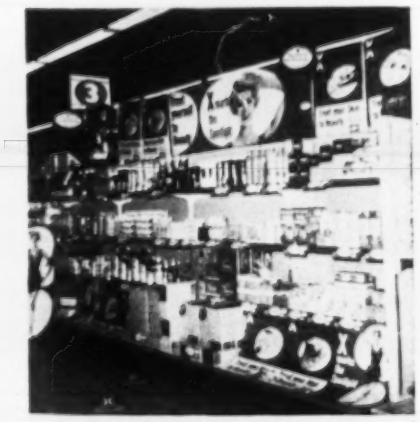
Albright & Wood
Mobile, Ala.

Cunningham Drug Stores, Inc.
Detroit, Mich.

Daw Drug Company
Rochester, N.Y.

Gray Drug Stores, Inc.
Cleveland, Ohio

Lee's Drug Stores, Buffalo, N.Y.

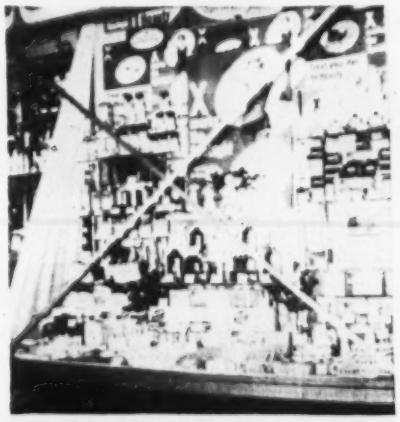


Madings Drug Stores, Houston, Texas

1,100 chain drug sky high by tying Good Housekeeping promotion

61 BEAUTY AND HEALTH ADVERTISERS GAINED INCREASED ATTENTION FOR FULL MONTH

- Ace Combs
- Acco Combs
- Aqua Ivy
- Bayer Children's Aspirin
- Bexel
- Bobbi Pin-Curl Permanent
- Bonnie Bell Ten-O-Six Lotion
- Bonnie Bell Medi-Masque
- Bonnie Bell Medicated Mak-up
- Breck Shampoo
- Campho Phenique
- Cashmere Bouquet Talcum Powder
- Clearasil
- Come Alive Gray
- Compacto Syringes
- Coppertone
- Correctol
- Crest Toothpaste
- Cuticura Soap
- Dentglo
- Dentlock
- Dermassage
- Dusharme Hair Creme
- Helene Curtis Enden
- Helene Curtis Suave
- Helene Curtis shampoo plus egg
- Evenflo
- Eye-fresh
- Fasteeth
- Fems Sanitary Napkins
- Glo-Puff
- Halo Shampoo
- Helen Neushafer Lipstick
- Hi-G Sanitary Panties
- Ivory Soap
- Johnson & Johnson Baby Liquid Cream
- Kleenite
- Kotex Sanitary Napkins
- Lustre Creme
- Maybelline Automatic Magic Mascara
- Memo
- Mennen Baby Products
- Pearson Eye-Gene
- Pearson sakrin
- Phillips Milk of Magnesia
- Pretty Feet
- Pursettes Tampons
- Q-Tips
- Regutol
- Sucaryl
- Tampax
- Tip Top Curlers
- Tiz
- Trim Manicure Implements
- Unguentine
- The Upjohn Company Mycitracin
- U. S. Howland Swim Caps
- Wash & Dri
- Woodbury Shampoo
- Z B T Baby Powder
- Zotox



Rea & Derick, Inc., Northumberland, Pa.

Skillern's Drug Stores
Dallas, Texas

Snyder Drug Stores, Inc.
St. Paul, Minn.

Sommers Drug Stores Co.
San Antonio, Texas

Stineway-Ford Hopkins Drug Co.
Chicago, Ill.

Hook Drugs, Inc.
Indianapolis, Ind.

Jacobs Pharmacy Co., Inc.
Atlanta, Ga.

Katz & Besthoff, Inc.
New Orleans, La.

Katz Drug Company
Kansas City, Mo.

stores send sales in with 2nd Annual beauty and health marks the spotlight!

This is Good Housekeeping's "climate of confidence" at work. It helps advertisers *influence* consumers fast, efficiently, and at low cost. It works for them whenever and wherever their products are sold. Make sure you get in on the next Good Housekeeping promotion!

PROMOTIONS THAT PAY OFF...
START OFF WITH

Good Housekeeping

MAGAZINE AND INSTITUTE

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Liggett Drug Co., Inc., Stamford, Conn.

Fred Meyer, Inc., Portland, Ore.

Republic Drug Co., Denver, Colo.

Sun Drug Co., Inc.
Pittsburgh, Pa.

Sun Ray Drug Company
Philadelphia, Pa.

T. P. Taylor & Co., Inc.
Louisville, Ky.

Thrifty Drug Stores Co., Inc.
Los Angeles, Calif.

It's a Man's World!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years

San Rafael Daily Wins Grand Award for ABC Promotion

CHICAGO, Oct. 27—Grand award in the Audit Bureau of Circulations competition among members for the best educational promotion of the bureau went to the *Independent-Journal*, San Rafael, Cal.

Other categories and the winners announced last week are:

Special promotion—Chain Store Age (honorable mention and special award, Ski Magazine).

Business publications—editorial, Purchasing Week; advertisement, Electrical World.

Magazines—editorial, Hi Fi Review; advertisement, Business Week.

Farm publications—editorial, Ohio Farmer; advertisement, The Farmer.

Daily newspapers—editorial, Sun, San Bernardino, Cal.; advertisement, Independent-Journal, San Rafael.

Weekly newspapers—editorial, Sun, Swift Current, Saskatchewan; advertisement, News, Menomonee Falls, Wis. #

Zenith Promotes Block

Herbert L. Block has been promoted from Brooklyn district sales manager to merchandise manager of Zenith Radio Corp., New York, replacing George Hart, who resigned.

DeJur Appoints Kuscher

Jack J. Kuscher, formerly with Charles Beseler Co., has joined DeJur-Amsco Corp., New York, as vp and director of sales.

JET—*This is one of a series of newspaper ads Aloha Airlines used to announce its new jet-prop service between Hawaii's major islands. Boland Associates, Honolulu, is the agency.*

Thayer Labs—Revlon Drug Arm—Launches Femicin Tablets

NEW YORK, Oct. 27—Thayer Laboratories—pharmaceutical division of Revlon Inc.—has launched a national campaign for Femicin tablets, a new product offering women "total relief" from menstrual period distress.

"Hospital-tested, prescription-type formula provides total treatment in a single tablet," say small-space ads scheduled for women's magazines and Sunday supplements.

On the schedule are *American Weekly*, *Family Weekly*, *Glamour*, *Ladies' Home Journal*, *Parents' Magazine*, *Parade* and True Story Group.

■ Femicin is the first Thayer product being marketed nationally. Selling in 35¢ and 65¢ and $1 sizes, it will compete with Sterling Drug's Midol.

Ads make no mention of Thayer's connection with Revlon. Shaller-Rubin Co. is the agency. #

General Textile Names Agency

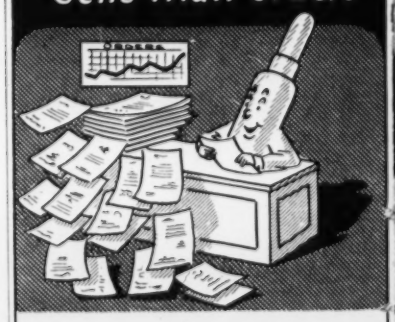
General Textile Co., Newark, manufacturer of ironing board covers and laundry bags, has appointed Williams & London Advertising, Newark, to handle its advertising.

how to make an ocean

Start with a single drop of water. Add another and another and another. Then you'll have an ocean . . . a *continuity* of water. You need continuity for successful advertising, too. It's particularly effective with newspapers. Newspapers go into the same homes day after day, week after week. To tell, to sell, to keep sold. Because we believe so strongly in the value of continuity in advertising, we have pioneered a new frequency-volume discount plan to encourage advertisers to take advantage of the impact of continuity. It offers discounts with no increase in existing rates. The Continuity-Impact-Discount plan makes possible the most effective use of newspapers. Let your Branham representative show you how C-I-D will get increased advertising impact for you in the Louisville market.

The Courier-Journal
THE LOUISVILLE TIMES

Billy Bullet
Sells Mail Orders



"The RIFLEMAN alone has pulled more orders for us than other publications with combined circulations of over 2,500,000!

"We have thousands of regular customers secured entirely thru our small ads with you."

(Name on Request)

The AMERICAN RIFLEMAN Magazine
SCOTT CIRCLE WASH. 6 D.C.

A new city rises on a jungle plain . . .
The blast furnaces of a new steel mill fire up . . .
Autos begin to roll out of a new assembly plant . . .

These are the signs of an explosive expansion in a market—a market which will be a voracious consumer of *somebody's* goods and services in the 60's—a new decade now only scarce weeks away!

This is Latin America.

To keep up with international events that might affect their economic development, business and political leaders throughout Latin America read TIME carefully every week. Right now they read it with special care. Why? Because, while the countries in this area are going through the stage of explosive growth, they are particularly sensitive to happenings in the rest of the world—and especially to events in the U.S.

That's why, when Latin Americans get together to talk politics and policies, you so often hear the words "TIME dijo . . ." "TIME said . . ."

TIME
LATIN AMERICA

The most talked-about magazine in Latin America

"Time dijo . . ."

TIME Latin America is published in English. It consists of the editorial content of the U. S. edition plus additional Latin American news and advertising directed to its special audience.

BASIC TEST FOR MEDIA SELECTION:

Ask anyone, anyone you're trying to sell in the aviation market, what publication he reads and respects most.

A powerful editorial force is a powerful selling force.

Aviation Week

Including ***Space Technology***

A McGraw-Hill Publication 330 West 42nd St New York 36 N Y

Aircraft – Missiles – Spacecraft

ABC PAID CIRCULATION 73,606

LA PRESSE
ROTOGRAVURE

gives you the

LARGEST CIRCULATION

in French Canada at LOWEST COST

• more color • greater readership

Make the test of a substantial advertising campaign (monotone or color) in La Presse Rotogravure and reap more sales at lower cost in this Three and a Half Billion Dollar Market.

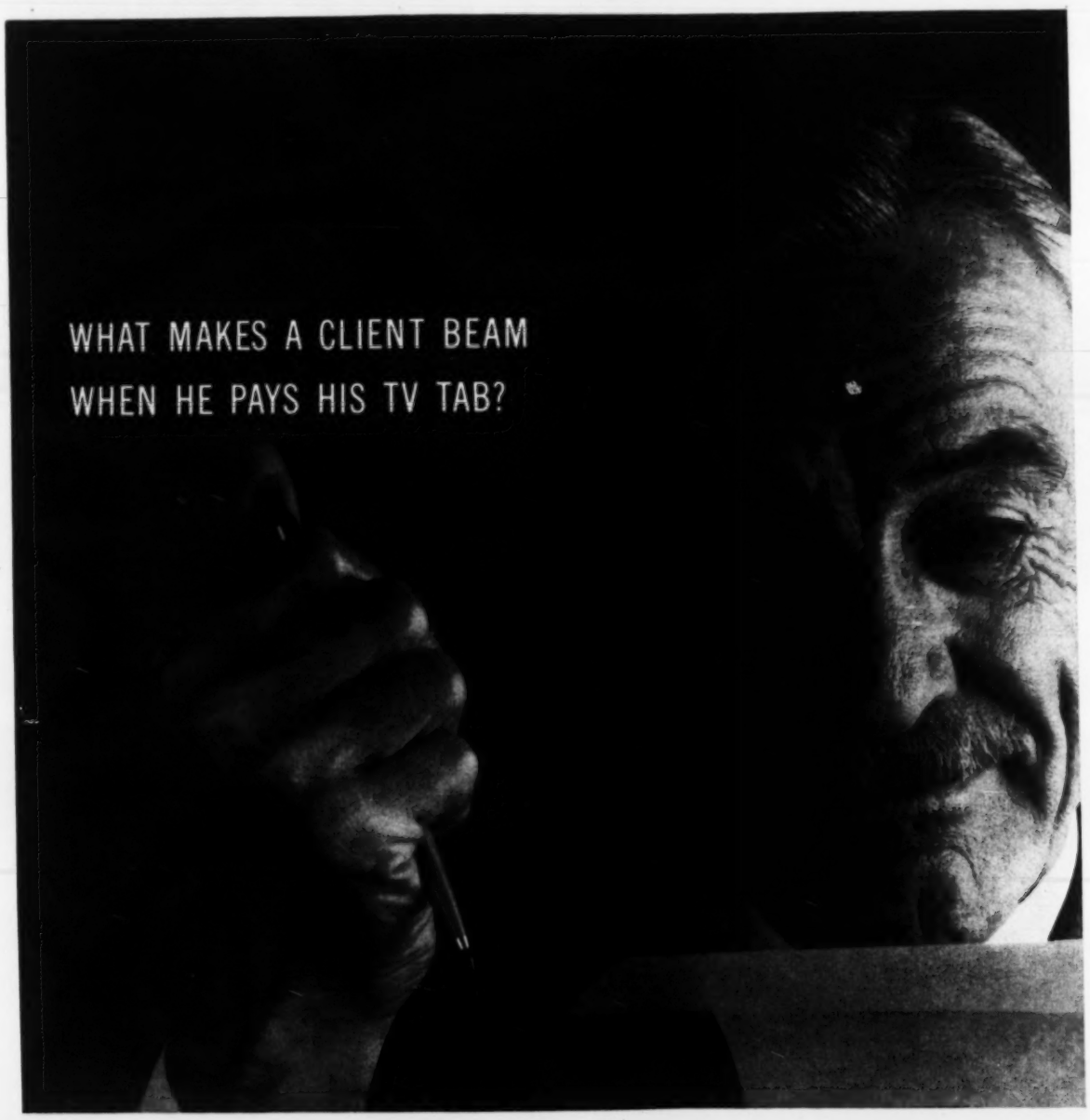
LA PRESSE

HEAD OFFICE: MONTREAL, CANADA

U.S. REPRESENTATIVES: SHANNON & ASSOCIATES INC.

McGill Hayden Stagg Moore

NEWSMAN MEETS ADMEN—*Ralph McGill, editor, Atlanta Constitution, was sponsored by the Detroit chapter of the American Assn. of Newspaper Representatives as guest speaker at the Detroit Adcraft Club for National Newspaper Week, Oct. 15-21. With Mr. McGill here are Martin Hayden, editor, Detroit News; E. S. Stagg, president of the representatives' association chapter, and Wendell Moore, president of the Detroit Adcraft Club.*



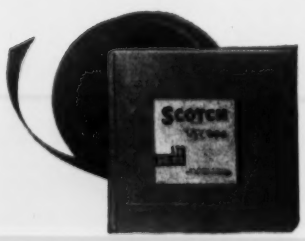
VIDEO TAPE MADE ONLY BY 3M

A lower tab for a fine commercial makes any client beam. Video Tape cuts production costs 50% or more. In four hours you can get results requiring two days to a week with film. And . . .

The commercials you turn out will look "live". They'll be sharp, clear and "fluff-proof". Because . . .

"SCOTCH" BRAND Video Tape allows run-throughs which can be played back at once. Top talent feels this is worth a dozen rehearsals. What's more . . .

When your "take" is edited on "SCOTCH" BRAND Video Tape you have a commercial ready for use without processing. It costs less—and looks better.



MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW

3M COMPANY

"SCOTCH" and the Plaid Design are Registered Trademarks of the 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. © 1959 3M Co.

Northwestern U. to Consolidate All Ad Courses in New Unit

EVANSTON, ILL., Oct. 27—Northwestern University will consolidate its advertising instruction program into a single department of advertising under control of the university's Medill school of journalism.

Previously, both Medill and the school of business offered majors in advertising with separate courses and faculties. The new school must be approved by the university's board of trustees before it can be activated.

The proposal for the department was described as the first step in the development of a "new approach" to advertising education at Northwestern. Plans for consolidation of courses now offered will be submitted after the school year ends.

Deans I. W. Cole (journalism) and Richard Donham (business) said the proposed advertising school is designed to strengthen the educational program and to make the most efficient use of manpower and facilities. #

Magnaflux to General Mills

General Mills Inc., Minneapolis, has acquired the business and assets of Magnaflux Corp., Chicago, developer of techniques and equipment for detecting hidden flaws in industrial materials, and will operate the company as a wholly owned subsidiary, unconnected with any General Mills division. F. B. Doane, president and chairman of Magnaflux, is retiring but will continue to serve as a consultant. The new Magnaflux president is R. A. Wilson, vp and general manager of General Mills' mechanical division. Other Magnaflux key personnel will continue in their present posts. Stoetzel & Associates, Chicago, will continue to handle the Magnaflux account.

Guntrup Shop Reopens

Marian Guntrup, who operated her own sales promotion, pr and merchandising consultant organization until two years ago, is reestablishing the operation, Marian Guntrup & Associates, at 758 N. Citrus Ave., Los Angeles. For the past two years she has been director of pr and sales promotion for the National Assn. of Consumer Organizations. NACO continues to retain her on a consultant basis.

HayGlass Gets Ad Post

Ian W. HayGlass, formerly with *Weekend*, has joined General Bakeries Ltd., Montreal, as director of marketing and advertising. General Bakeries operates bakeries throughout the dominion.

in dynamic Detroit

300,000*

families are reached only by . . . . .

*Fifth Quinquennial Survey of the Detroit market

DETROIT MEANS BUSINESS! New car sales are the highest since 1955—and Detroit's plants, people and stores are feeling the full effects of these booming sales.

In Detroit's big and busy 3-county Standard Metropolitan Area 300,000 families read ONLY The Detroit News—*no other Detroit newspaper.* That's an exclusive NEWS' market the size of Cleveland! In this area, which includes city and suburbs, The News outsells each of the other two Detroit newpapers by a minimum of 100,000 copies weekdays—and 160,000 Sundays.

That's why you NEED The News to sell Detroit. And that's why The News carries more linage than both other Detroit newspapers combined.

475,873 weekdays . . . 596,884 Sunday ABC 3-31-59

The Detroit News

New York Office: Suite 1237, 60 E. 42nd St. • **Chicago Office:** 435 N. Michigan Ave., Tribune Tower • **Pacific Office:** 785 Market St., San Francisco • **Miami Beach:** The Leonard Co., 311 Lincoln Ro[illegible]

MERCHANTS IN

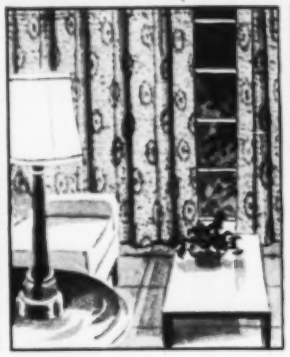
NOBODY SELLS LIKE

FIRST *in*
Millinery

FIRST *in*
Women's & Misses Coats

FIRST *in*
Women's Shoes

FIRST *in*
Handbags & Small Leather Goods

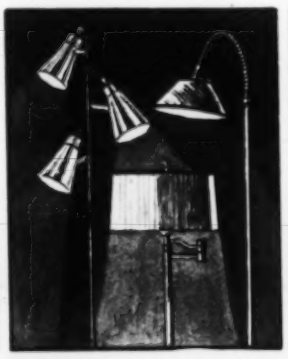


FIRST *in*
Curtains and Draperies

FIRST *in*
Hosiery

FIRST *in*
Women's & Misses Sportswear

FIRST *in*
Women's & Misses Inexpensive Dresses



FIRST *in*
Lamps & Shades

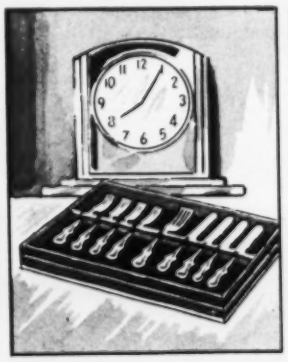
FIRST *in*
Underwear & Negligees

FIRST *in*
Boys' Wear

FIRST *in*
Furniture & Bedding

FIRST *in*
Children's Shoes

FIRST *in*
Junior Coats & Suits



FIRST *in*
Silverware & Clocks

FIRST *in*
Girls' Wear

FIRST *in*
China & Glassware

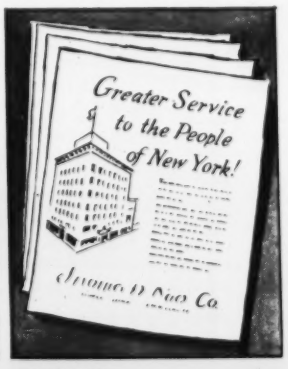
FIRST *in*
Floor Covering

FIRST *in*
Women's & Children's Gloves

FIRST *in*
Junior Dresses

FIRST *in*
Household Textiles

FIRST *in*
Piece Goods



FIRST *in*
Institutional

FIRST IN DEPARTMENT

NEW YORK AGREE

THE WORLD-TELEGRAM

Day-to-day experience is the yardstick department stores rely on most when they select newspapers for their advertising. So when one newspaper, in particular, keeps on attracting customers *for all kinds of merchandise,* the stores take special notice!

It is significant that for the first nine months of 1959, and for years prior, the World-Telegram has carried more department store advertising than any other New York weekday newspaper!

In a city having seven major newspapers, the depth of merchants' confidence in *one* newspaper is dramatically apparent. The World-Telegram, thus far this year, has been singled out as the LEADER in almost as many department store classifications as *all other weekday newspapers combined!*

What impresses department stores is *results* — not surveys or theories. They know that the World-Telegram's better-income, more active families are consistent standouts when it comes to moving goods!

Source: Media Records

The World-Telegram was singled out as the LEADER in almost as many department store classifications as all other New York weekday newspapers combined!

NEW YORK WORLD-TELEGRAM and SUN

A SCRIPPS-HOWARD NEWSPAPER

125 Barclay Street, New York 15, N. Y. • BArclay 7-3211

Or Scripps-Howard General Advertising Offices: 230 Park Avenue, New York City • Chicago • San Francisco • Detroit • Cincinnati • Philadelphia • Dallas • Los Angeles

STORE ADVERTISING

YORK AGREE

E WORLD-TELEGRAM

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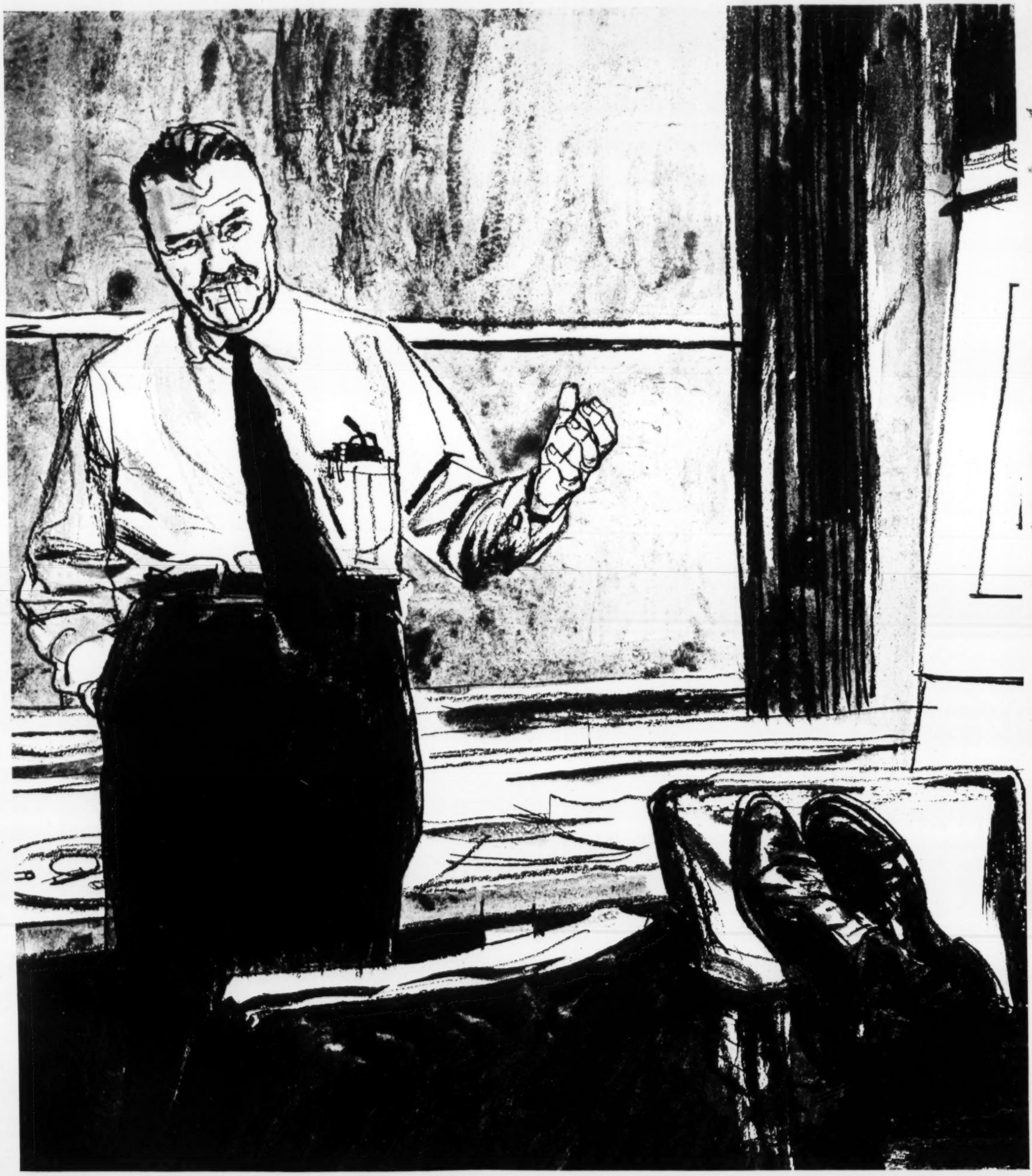
Or Scripps-Howard General Advertising Offices: 230 Park Avenue, New York City • Chicago • San Francisco • Detroit • Cincinnati • Philadelphia • Dallas • Los Angeles

ORE ADVERTISING

"Su
rec



"Sure, everybody knows about TV Guide's circulation record, but let's look at their advertising!"

LOOK AT NEW TV GUIDE ADVERTISERS!

Names like: Johnson & Johnson, Rinso, General Electric, Jell-O, Chase & Sanborn, Baker's Coconut, Campbell Soup Co., Nescafé, Swans Down, Pillsbury, Southern Comfort, Campana, Raytheon, Birds Eye, General Mills, Smith Bros., Ronson Corp.

And building audiences for their TV shows are names like these: Coca-Cola, Scott Paper, Quaker Oats, Kraft, Plymouth, Kodak, U.S. Steel, Ford, S.C. Johnson, DuPont, Oldsmobile, Westinghouse, Firestone, Prudential, Armstrong Cork.

LOOK AT TV GUIDE ADVERTISING GAINS!

Revenue for first 10 months up 42% over same period last year, a percent gain second only to that of Reader's Digest. In 5 years, TV GUIDE advertising revenue has jumped from $2,000,000 to $11,500,000 (est. '59). It takes *results* to earn success like that.

Join America's leading advertisers in America's best-selling weekly magazine. By any and every measure, TV GUIDE belongs on your schedule. Use it for your final 1959 push. Use it for your basic 1960 program. Use it for *results!*

TV GUIDE

Circulation guarantee now 7,250,000

Challenges to Advertisers Cited at AMA Session

Can't Push Short-Run Steel Demand, Hamaker Tells Minneapolis Group

MINNEAPOLIS, Oct. 27—Nearly a dozen top corporate marketing and advertising executives last week predicted fast growing markets over the coming 10 years, but warned of challenges to research, salesmanship, customer information and the entire free marketing system.

They spoke at the seventh biennial marketing institute sponsored by the Minnesota chapter of the American Marketing Assn. in Minneapolis.

Advertising will have to be newsier and more exciting if it is to impress the sophisticated consumer in the decade ahead, said Charles H. Brower, president of Batten, Barton, Durstine & Osborn.

Change, said Mr. Brower, is the most important factor in business success today. He listed four "industrial diseases" that "it's good to be inoculated against—the committee system, sacred cowism, over-tolerant management and plain boredom."

■ Harold E. Churchill, president of Studebaker-Packard Corp., predicted a "sky-rocketing growth" for the new compact cars. Within five years, he said, about one-third of new car registrations will be compact cars.

He also predicted that high volume producers will be under continuing pressure to carry forced obsolescence into their part of the compact market.

But as for Studebaker, he said, "We have pledged ourselves not to make changes solely to make last year's model obsolete. Radical changes are only justifiable on the basis of better purchaser investment value."

■ Dean McNeal, exec vp of the Pillsbury Co., Minneapolis, warned that because of the coming population "explosion" we are in a "vital testing period" that will tell whether or not a free marketing system can provide the world's food needs.

Mr. McNeal noted two challenges to food marketers—(1) the growth of the teen and new-family markets, which will call for establishing new brand loyalty habits, and (2) the challenge of meeting special dietary needs of the aged.

He also predicted that new medical discoveries will have "significant effects" on eating habits in the next 10 to 25 years.

■ James H. Jewell, vp of marketing for Westinghouse Electric Corp., predicted that new selling techniques will play a vital role in success of industry.

He cited the sales of equipment in the form of "systems" instead of pieces.

"We have left it to the utilities to buy these components and put them together," he said. "This method is no longer adequate. In the future we are going to help them design and build power systems."

■ John H. Musser, vp of Thompson Yards division of Weyerhaeuser Co., predicted that the total market for housing will not be as large as previously thought but will still be big business, especially during the late 1960s and early 1970s.

He forecast an increase of 8% in new housing units during the first half of the 1960s and of about 19% in the last half.

■ L. S. Hamaker, vp of sales, Republic Steel Corp., said the steel industry is unique because "there is no way we know of to stimulate the over-all demand for steel on a short-term basis. I can think of no technique of persuasion that will induce a man to buy a carload of steel he doesn't need," he said.

"We also learned many years ago," he said, "that price cutting does nothing to stimulate demand."

Because of these factors, he said, the steel industry has different advertising objectives. Most of these are aimed at creating understanding about the "role played by business management in the creation of prosperity and in the creation of jobs."

■ Wendell R. Smith, director of marketing and development, Radio Corp. of America, said that marketing has been admitted to "full-fledged membership" in the top management group.

Mr. Smith predicted that in the 1960s marketing research will become established as an "important tool of general management" as well as an "essential tool of good marketing management." He also forecast a more complete merging of marketing research and planning

National Catholic Family Magazine

QUICK sales to LIVE prospects.

JANUARY ISSUE CLOSES NOV. 20

Orders and sample copy requests to

ANGELA M. CRAWLEY & STAFF

National Advertising Representative

28 E. Jackson Blvd., Chicago 4

Telephone HArrison 7-7176

St. Anthony MESSENGER

Full Page Newspaper Color

—with on-the-nose hair-line register— now possible with Certified Blue Ribbon CC Mats

Tired of blurry "double-image" reproductions of your clients' products and copy in newspaper color?

Fed up with dissipated power and frustrated punch in your masterful, hard-selling newspaper color, layout, art and copy?

This Man Can Help You

Get together with your mat maker, who will tell you about the new Certified Blue Ribbon CC Mat.

This is the remarkable new mat that eliminates the hazards of double stereotyping . . . stops faulty register . . . and ends image blurring and distortion on the printed color sheet.

Certified Blue Ribbon CC Mats are molded by direct pressure and baked on the form. They go directly into the newspaper casting box for as many final curved casts as desired.

Satisfied clients through powerful color newspaper advertising that sells are a sure source of profit.

Standardize on Certified Blue Ribbon CC Mats . . . the standard of the industry!

Certified Dry Mat Corporation

555 Fifth Ave., Dept. D, New York 17, N. Y.

Certified BLUE RIBBON MATS

WANT MORE CUSTOMERS IN DETROIT...

Per cent of families reached

POST — 8%
LOOK — 9%
LIFE — 14%
READER'S DIGEST 19%
PARADE — 29%
(MACOMB, OAKLAND & WAYNE COS.)

The things people of Detroit read about in the Detroit **FREE PRESS** and **PARADE** on Sunday, move off the shelves on Monday and all week long!

Parade
THE SUNDAY NEWSPAPER MAGAZINE

Represented Nationally by Story, Brooks & Finley Inc.

PARADE . . . The Sunday Magazine section of more than 60 strong newspapers, reaching 9½ million homes every week.

de Kempenaer Spitzner Cox

LATE NEWS—*Jonkheer W. Van Andringe de Kempenaer, head of Joh. Enschede & Sons, Haarlem, The Netherlands, printer, and president of the Netherlands Advertising Assn., presents a reprint of a 1665 issue of a newspaper which is still being published to Edwin R. Cox Jr., Atlantic Refining Co., president of the Poor Richard Club, Philadelphia, and Clyde Spitzner, WFIL, luncheon chairman. Mr. de Kempenaer was a guest speaker at a Poor Richard meeting.*

activities.

■ L. D. Barney, president of Hoffman-LaRoche, chemical and pharmaceutical manufacturer, said his industry will have to give the public "far more information" on medical research and the cost of medication.

"Research," he said, "is expensive. Without research there can be no new drugs. We don't apologize for making a profit, but we wonder whether most people realize that we plow a large part of our earnings into research."

■ Secretary of Commerce Frederick H. Mueller, speaking at a dinner meeting of the institute, challenged the advice of "impatient" economists who aren't "satisfied with record prosperity, but want blisters on the boom."

"Growth in real terms," he said, "depends not only on the good judgment and activity of the private sector but also on the wise management of the federal government's finances."

"But," he said, "prudent progress is always under attack."

The U.S., he said, has three great growth potentials—population, invention and economic wisdom. Economic wisdom, he said, is a "mental posture—the most precarious, yet the most precious of all." #

ACS Promotes Kuney

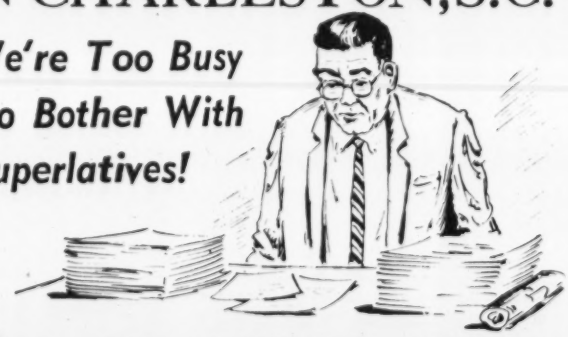
Joseph H. Kuney, production manager, has been named assistant to the director of publications of the American Chemical Society's applied journals, Washington. C. B. Larrabee is director of the society's journals, which are: *Chemical & Engineering News; Industrial & Engineering Chemistry; Analytical Chemistry; Journal of Agricultural & Food Chemistry* and *Journal of Chemical & Engineering Data.*

Ralston Promotes McCray

C. A. McCray, east central regional manager of Ralston Purina Co., has been named assistant national sales manager of its Ralston division, producer of cereals and dog foods.

IN CHARLESTON, S.C.

We're Too Busy To Bother With Superlatives!

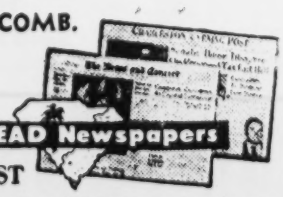


OF course WE know that Charleston is getting bigger every day (doesn't everybody?), but with more new people . . . . more industry and business . . . so much new construction, so many records being shattered, we're just too busy to trade bragging.

IF you want to SELL this bustling market, simply remember that we are the ONLY newspapers* serving and selling this big and growing market . . . Call our representatives today.

*92,109 DAILY COMB.
101,591 SUNDAY COMB.
A.B.C., SEPT. 30, 1958

The News and Courier
South Carolina's BEST READ Newspapers
CHARLESTON EVENING POST



REPRESENTED NATIONALLY BY THE JOHN BUDD COMPANY

How long since you checked the market facts on **WINNIPEG?**

Downtown Winnipeg. Portage and Main, circa 1899.

A picture of prosperous Winnipeg on a busy shopping day.

A modern day view of Portage Avenue.

Test your knowledge with this **"MARKET QUIZ"**

QUESTION
Winnipeg's population is now
(a) 415,000, (b) 401,200, (c) 431,000?

ANSWER
If you picked (c) go to the head of the class. Winnipeg's population is now 431,000 —a figure which represents nearly 49% of the entire Manitoba population.

QUESTION
Retail sales in Winnipeg now total
(a) $250,000,250, (b) $325,000,000,
(c) $423,222,000?

ANSWER
Again the correct answer is (c). Winnipeg's retail sales have climbed to a record-breaking $423,222,000.

QUESTION
THE WINNIPEG TRIBUNE is the
(a) second, (b) third, (c) fifth largest newspaper on the Canadian Prairies?

ANSWER
(b) is quite correct. THE WINNIPEG TRIBUNE is the third largest newspaper on the Canadian Prairies and the 10th largest English-speaking evening paper in Canada. (Circulation 73,054).

If you weren't sure of the questions above, it's probably time to take a good, long look at Winnipeg. Things have changed! Facts prove that Winnipeg's solid, stable growth make it *an increasingly important market for whatever you have to sell!* No advertising campaign is complete in Manitoba without THE WINNIPEG TRIBUNE. Duplication is less than 8%. The Tribune market is too important to miss. Do a *complete* selling job by making sure THE WINNIPEG TRIBUNE carries your full programme.

Source (excluding population figure): Copyright 1959, Sales Management Survey of Buying Power, further reproduction of which is not licensed.

Free Information on Winnipeg's Multi-Million Dollar Market

Winnipeg is an important market. In fact it's Canada's 4th largest with an annual buying income of $634,267,000, and the per household income is $5,578.

These statistics, as well as many other important facts, are included in Southam Newspapers' "Annual Report of 1959 Market Data," *Winnipeg Edition*, a copy of which is yours for the asking. Veritably a mine of information on the Greater Winnipeg Market, it is a report that can be of the greatest assistance to you in planning your advertising campaigns. Ask your Southam representative for a copy or write to any Southam office. Discover just how much Winnipeg can mean to you. Reach it best through THE WINNIPEG TRIBUNE.

UNITED STATES
CRESMER & WOODWARD INC. (CAN. DIV.), NEW YORK, DETROIT, CHICAGO, SAN FRANCISCO, LOS ANGELES, ATLANTA

GREAT BRITAIN
F. A. SMYTH & ASSOCIATES LIMITED, 34-40 LUDGATE HILL, LONDON, E.C. 4, ENGLAND

TORONTO
THE SOUTHAM NEWSPAPERS, 88 UNIVERSITY AVE., K. L. BOWER, MANAGER

MONTREAL
THE SOUTHAM NEWSPAPERS, 1070 BLEURY ST., J. C. McCAGUE, MANAGER

YOU GET **ACTION** WHEN YOU ADVERTISE IN
THE WINNIPEG TRIBUNE
One of the Eight Southam Newspapers in Canada

Other Southam Newspapers are:

THE OTTAWA CITIZEN • THE NORTH BAY DAILY NUGGET • THE HAMILTON SPECTATOR • THE CALGARY HERALD
THE EDMONTON JOURNAL • THE MEDICINE HAT NEWS • THE VANCOUVER PROVINCE* *Published for Pacific Press Ltd.

If you are not getting Powderless Etched *copper* process or monochrome reproductions from your engraver, you are being short changed out of a development of vast importance affecting quality in the publication run.

This is straight talk to you engraving buyers.

HUTCHINGS & MELVILLE, INC. *Photoengravers*
SPECIALISTS IN POWDERLESS ETCH OF *copper* ORIGINALS
4043 North Ravenswood Avenue, Chicago 13, Illinois

Equipped with COLOR SPLITTER, KLIMSCH CAMERA, 4 COLOR 604 PRESSES

Consolidated Adds Two

Consolidated Advertising Agency, Toronto, has been named to handle advertising for Magnacord (Canada) Ltd., subsidiary of the U.S.-based tape recorder company. Consolidated also has been appointed to handle publicity for the International Accountants' & Executives' Corp., Toronto, a public accounting group.

Wometco Buys WFGA-TV Stock

Wometco Enterprises, Miami, has increased its stock in Florida-Georgia Television Co., operator of WFGA-TV, Jacksonville, with the purchase of interests of George H. Hodges. Wometco now is the largest stockholder, with 46½% of the outstanding capital stock.

WCUE Names Mamas VP

George W. Mamas, since 1955 local sales manager of WCUE, Akron, O., has been promoted to vp and general sales manager.

Getting Display Used Is Half of Battle, Leigh Says

Einson-Freeman Exec Says Rising Costs Call for Increasing Ingenuity

NEW YORK, Oct. 27—The problem of the advertiser in getting display space in stores is closely related to the increasing amount of money spent for all forms of advertising, and it takes ingenuity to make store displays attractive.

That's the notion N. J. Leigh, chairman of Einson-Freeman Co., advanced at the national members meeting of the Point of Purchase Advertising Institute recently in Washington. Money spent for all forms of advertising has almost doubled in seven years, he reported, from $5.7 billion in 1951 to about $11 billion in 1958. Result: "Today it is just about twice as hard to get up a display as it was seven years ago."

He showed 20 examples of intelligent and ingenious use of displays—ideas that got the displays installed. Among them:

• A wrought iron table merchandiser for **Fleischmann** whisky, which the retailer could take home or reuse.

FLEISCHMANN'S WHISKEY
WROUGHT IRON TABLE
MERCHANDISER

• A display hooked into a $10,000 jackpot contest for retailers by **Western Fishing Line Co.**

• **McCall's** floor stand.

• **Red Heart's** stuffed dog, given free with each ten cases displayed.

• **Nestle's** Eveready cocoa bin, with Nestle paying 36¢ to the retailer for every case displayed.

• **Mars'** advance use of a full-color miniature of a candy display to get the retailer to look out for the real thing.

• **Standard Oil (Indiana)'s** dual use reminder card for salesmen (made to fit the sun visor of salesmen's cars).

• **Shell Oil's** folder outlining its displays.

• **Dole's** food business paper ads showing its pineapple display pieces—including those with the store's name imprinted.

• **Helene Curtis'** offer to retailers of $1 off invoice for a shelf extender display.

• **Libby, McNeill & Libby's** color film and manual on merchandising.

• **Campbell Soup's** pop kit and the busi-

600 minutes of
color TV commercials
are scheduled for clients of
J. Walter Thompson Company
in the 1959-60 season

Producing these color commercials will be equivalent to producing seven feature-length movies

We have, at this writing, well over 100 hours of color television network time planned for clients in the 1959-60 season.

Behind us, we already have the virtually unique experience of *300 hours of color network programming.*

Starting three years ago the first regular weekly color telecasts of a drama hour were produced by J. Walter Thompson Company.

Color Television Workshop. Three years ago we added *color equipment* to our famous Television Workshop. The Color TV Workshop, a fully equipped TV studio, broadcasts in both color and black and white, over closed circuit to sets in our offices.

A continuous program of color testing is carried out on our clients' products and packages in order to develop increasingly effective uses for color television.

If you would like to see the Color TV Workshop in operation, we will be glad to arrange it, at your convenience.

J. WALTER THOMPSON COMPANY
New York, Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Washington, D. C., Miami

McCall's
November 1959
35 cents
"I'm Thankful I'm Alive," by ARTHUR GODFREY
From two forthcoming books BARBARA HUTTON: Her Future Behind Her
...
The CIGARETTE HABIT– A system for breaking it
Five Short Stories
FASHIONS: Clothes that dance out in the evening and amble home in the dawn
Why Teen-Age Marriages Are Falling Apart
ED SUL
Plays th
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WHICH WAY IS THE WIND BLOWING?

Freshly, favorably, with pleasant force...in the direction of that publishing phenomenon known as McCall's! The November issue is a case in point: rich with exciting reading, bountiful with beauty, full of blockbuster names and ideas...another sure sellout in the chain of circulation winners that has upped McCall's guarantee in February, 1960, to 5,700,000. (And made it possible for McCall's to guarantee a circulation of 6,000,000 for next October.) McCall's brilliant December issue has closed with a 35.8% advertising revenue gain; the biggest December issue ever in the history of the magazine, editorially and in advertising revenue. McCall's advertising growth in the last six months is whirlwind! Third quarter, up 15.9% in revenue; fourth quarter, up 27.2% over last year. Rates are lowest per thousand in the women's service field, with every issue offering advantageous circulation bonuses. (And, of course, there is no charge for bleed.) Velocity in print? McCall's...in a breeze.

WHICH IS THE MOST IMPORTANT MARKET ADJACENT TO LOS ANGELES?

The metropolitan area comprised of San Bernardino and Riverside counties. It's California's 4th, the Pacific Coast's 6th, and the 27th largest in the Nation.

San Bernardino county is the major portion of this market and the San Bernardino trading area its most important. A profitable, independent market, 60 miles from Los Angeles. This rapidly growing market has shown a population increase of 73% since 1948.

Less than ½ of 1% of the total circulation of the four Los Angeles metropolitan newspapers enters this important market. The San Bernardino Sun-Telegram delivers 19 out of 20 homes, 95% in the City Zone, and 14 out of 20, 70% in the combined retail trading zones. For your copy of our new and valuable market study on this important area contact your Cresmer and Woodward representative or write the —

SAN BERNARDINO SUN AND TELEGRAM
SAN BERNARDINO, CALIFORNIA

ness paper ads that promote it.

- **Pepsi-Cola's** carton reminder that p.o.p. material has to be shown to sell.
- **Johnson Motors'** brochure and kit.
- **Pyrex's** insert in Home Furnishings Daily to show its display racks, sold to dealers at half cost.
- **Schering's** Coricidin display bins and display allowance deal.
- **Minnesota Mining's** Scotch tape merchandiser, which includes a coupon so the retailer can have a free roll of personalized labels.
- **Idaho Potato's** $10,000 contest for a mass potato display, with a $3 offer to defray the cost of a picture for the contest.
- **Appian Way's** pizza contest, coupled with a $20 retail display allowance.
- **Canada Dry's** contest for retailers, with a consumer sweepstakes.

■ Mr. Leigh commented, "We've reached the point where the plan to get a display used is as important as the idea for the display." #

Acrobat, Jarman Shoe Ads to Push Evershine Process

NASHVILLE, Oct. 27—A new line of Evershine leather shoes with a built-in shine will be marketed next February by Genesco Inc. (formerly General Shoe Corp.), Nashville.

The Evershine leather, which results from special treatment in the tanning process, will be used in Jarman Shoe Co.'s men's shoe line and in Friendly-Acrobat Shoe Co.'s children's shoes. Both are divisions of Genesco.

Trade ads broke this week for both Jarman and Acrobat shoes. Acrobat is using schedules in *Boot & Shoe Recorder* and *Footwear News* while Jarman is using these two publications plus *Men's Wear*.

LOOK, MA, NO POLISH—*Evershine leather with a built-in shine is used in a new line of Jarman shoes to be marketed next February. This color page is slated for the Feb. 8 Life. Robert G. Field & Co., Nashville, is the agency for Jarman Shoe Co.*

Early next year, Acrobat will run Evershine ads in *Parents' Magazine*. Jarman's first consumer advertising for Evershine will be a color page in the Feb. 8, 1960, *Life*. Both lines are being introduced to the trade at the National Shoe Fair here this week.

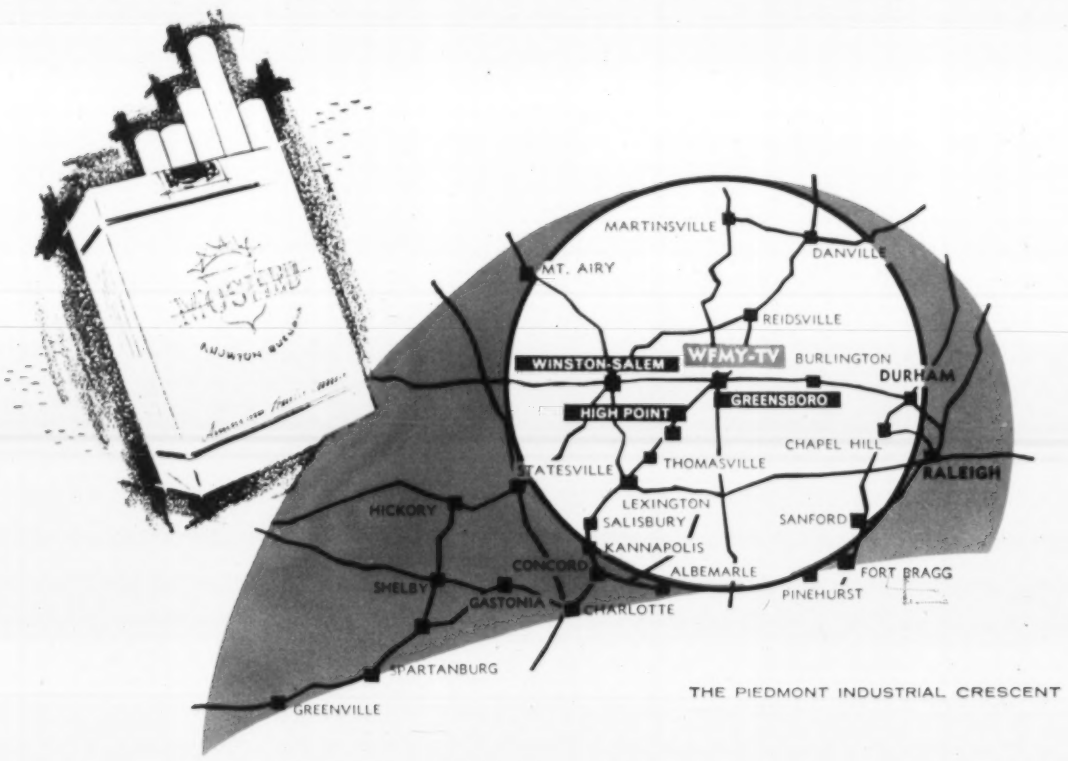
■ Genesco says it spent three years developing Evershine leather. The result is a leather that "repels dirt, dust and moisture with the exact effect its name implies: when it does get dirty, the shine can be restored by a simple cleaning and buffing with a soft dry cloth or brush," Genesco says.

"We feel that this new product will have far-reaching effects on our company's economic picture," Noble C. Caudill, vp and treasurer of Genesco, said. "We believe it opens new avenues of customer satisfaction, production for our employes, profits for our stockholders and further Genesco growth and service."

Jarman Shoe's agency is Robert G. Field & Co., Nashville. Friendly-Acrobat's agency is Erwin Wasey, Ruthrauff & Ryan, New York.

Daystrom Boosts Mathewson

Clifford E. Mathewson, since 1957 petroleum and chemical industry sales coordinator for Daystrom Inc.'s control systems division, has been promoted to manager of advertising and pr for the division, located in La Jolla, Cal.



THE PIEDMONT INDUSTRIAL CRESCENT

the **TOBACCO** industry . . .

creates buying power in the Piedmont Industrial Crescent!

The vast Southern tobacco industry is **another reason why** WFMY-TV . . . located in the heart of the industrial piedmont . . . is the **dominant selling influence** in this $3,000,000,000 market. WFMY-TV serves . . . and sells . . . in this heavy industrial 54-county area where 2,250,000 people live, work and buy.

SEAL OF GOOD PRACTICE
CHARTER SUBSCRIBER

wfmy-tv

GREENSBORO, N. C.
'NOW IN OUR 11th YEAR OF SERVICE'

Represented by Harrington, Righter and Parsons, Inc.
New York, Chicago, San Francisco, Atlanta, Boston, Detroit

CHANNEL 2 CBS

In LIFE Swans Down baked a big batch of sales

Comes back for more after "Biggest Coupon Redemption"

OK, now—how do you go about putting some extra yeast into a cake mix?

Swans Down had an idea: Make a 5¢-off coupon offer on a variety of Swans Down mixes. Make it now. Make it fast. Make it to millions.

So, Swans Down used LIFE's fast-close (seven days from plates to print) to run an ad in LIFE.

It was reported that "this was Swans Down Cake Mix's best coupon redemption from any ad ever run in LIFE, or any other magazine." Another important fact is that eight months later, coupons from this LIFE ad are still coming in.

The effectiveness of last Spring's coupon ad convinced Swans Down that it should highlight its advertising in LIFE with a second special offer—the ad appeared in the October 19th issue.

And effectiveness like this is one more reason why General Foods invested $1,750,783 in LIFE alone, in the first six months of this year, to tell LIFE's 32 million readers about Dream Whip and Jell-O, Kool Aid and Post Cereals, Sanka and Tang as well as Swans Down.

LIFE really works—for foods and fine cars, pharmaceuticals and home furnishings. Try it.

FOOD AND FOOD PRODUCTS

MAGAZINE	ADV. REVENUE
LIFE	$13,210,462
Ladies' Home Journal	7,541,326
Reader's Digest	5,544,228
Better Homes & Gardens	5,141,049
Look	4,723,887

Source: PIB (Jan.-Sept., 1959)

Effectiveness is a fact of

ADVERTISED IN LIFE®

Delivers your full page ad into 100,000 Lutheran Homes for less than

2/5 of one cent per family

This Day

The Christian family magazine read with thoroughness* and believability

*A recent survey revealed that 52.2% of the subscribers spend 2 to 3 hours reading THIS DAY magazine.

Let us mail THIS DAY to your home. Just send your name and address.

This Day
Concordia Publishing House
3558 S. Jefferson Ave., St. Louis 18, Mo.

W. H. Schink, vice-president and media director of G. M. Basford Company, checks Canadian markets as Anthony J. Machiedo, assistant media director, left, and Michael F. O'Boyle, space buyer, look on.

"You have to make a Canadian approach"

"You have to take the native approach when selling to expanding business and industry in Canada. Each year, we purchase more space in Canadian business papers. These publications offer the desirable editorial approach in an ideal climate for effective selling of the growing Canadian markets".

So says W. H. Schink, vice-president and media director of G. M. Basford Company.

G. M. Basford is just one of scores of top U.S. advertising agencies whose clients market in Canada—and who use Canadian business papers to tell their product and company stories.

Canadian business publications are modern, lively, authoritative: they cover practically every market in Canada with original editorial material that wins depth readership.

More than 130 B.N.A. business papers offer important values to advertisers. Every member publication has a circulation audit by a recognized auditing organization. A large percentage have readership studies or other factual data for media analysis.

Overflow circulation of American media can't do a thorough job in penetrating the business and industrial markets of Canada. Canadian business publications take your message effectively to the largest audience of interested Canadian buyers.

997

Essential to ANY promotion in Canada:

The members of BNA

BUSINESS NEWSPAPERS ASSOCIATION OF CANADA

100 University Avenue, Toronto, Canada

The organisation of more than 130 leading Canadian business publications

Along the Media Path

The **New York Times** will publish a separate rotogravure book section devoted exclusively to paperbacks on Jan. 17. Included in the section will be a report on the paperback world, a survey of the paperback movement as it has grown, paperback originals, paperbacks in schools and colleges, American paperbacks abroad and an annotated list with capsule reviews of the outstanding paperbacks now in print.

• Twenty-six half-hour programs featuring taped recordings of the **Playboy** jazz festival held in Chicago in August will be broadcast worldwide over the "Voice of America."

• **WOOD**, Grand Rapids, Mich., and the Grand Rapids police department co-sponsored 16 Halloween parties throughout the city. Held at all city parks, the parties featured movies, refreshments and WOOD personality, Buck Barry.

• **American Weekly** devoted its Oct. 25 issue to health. Entitled "How to Guard Your Family's Health," the 28-page issue contained articles on the latest developments in the battles against cancer, heart ailments and other diseases, progress in the field of dentistry, and a report on the healing powers of the hormone.

• A total of 139 department stores from coast to coast are participating in **Seventeen's** 1959 Christmas doll contest. This will be the publication's ninth annual doll making competition, designed to provide underprivileged children with dolls made by teen age girls. The kits, consisting of a plastic face, man's white sock, and instruction sheets, are on sale in all regional department store doll making centers for 25¢. Each store will select the best doll in regional judgings in mid-December. The top winner will receive a solid gold charm and runners-up will receive a variety of additional prizes.

• **Life** is currently sponsoring a coast-to-coast automobile promotion in shopping centers in Atlanta; Chicago; Garden City, N. Y.; Lakewood, Cal.; St. Louis, and San Mateo, Cal. Participating in the show, which began in late October, are 160 local automobile dealers and some 300 members of various shopping center merchants associations. A total of 350 vehicles, including domestic and foreign 1960 models, are on display. The exhibit ends Nov. 14.

• **Anchor Hocking Glass Corp.** was awarded the 1958-'59 "Non-Food Top Promotions of the Year Award" for its Sell Groceries with Glassware promotional program. The non-food award was sponsored by *Food Topics*. Anchor Hocking has sponsored the "Top Promotions of the Year Award" among food chains, wholesalers, supermarkets, voluntaries, co-ops and independent grocers for six years.

• **Rodale Press** has moved into its new office building in Emmaus, Pa. The one-story building will house the advertising, editorial and circulation departments of *Organic Gardening & Farming* and *Prevention*.

• The **St. Louis Globe-Democrat** ran a special 12-page section devoted to KMOX and its new building in the daily's Oct. 20 issue.

• **TV Guide** will conduct a nationwide poll of television viewers in February and March to obtain nominations for the best performers and programs on television during the 1959-1960 season. Results of the voting will be announced on the "TV Guide Award Show" on NBC-TV Friday, March 25.

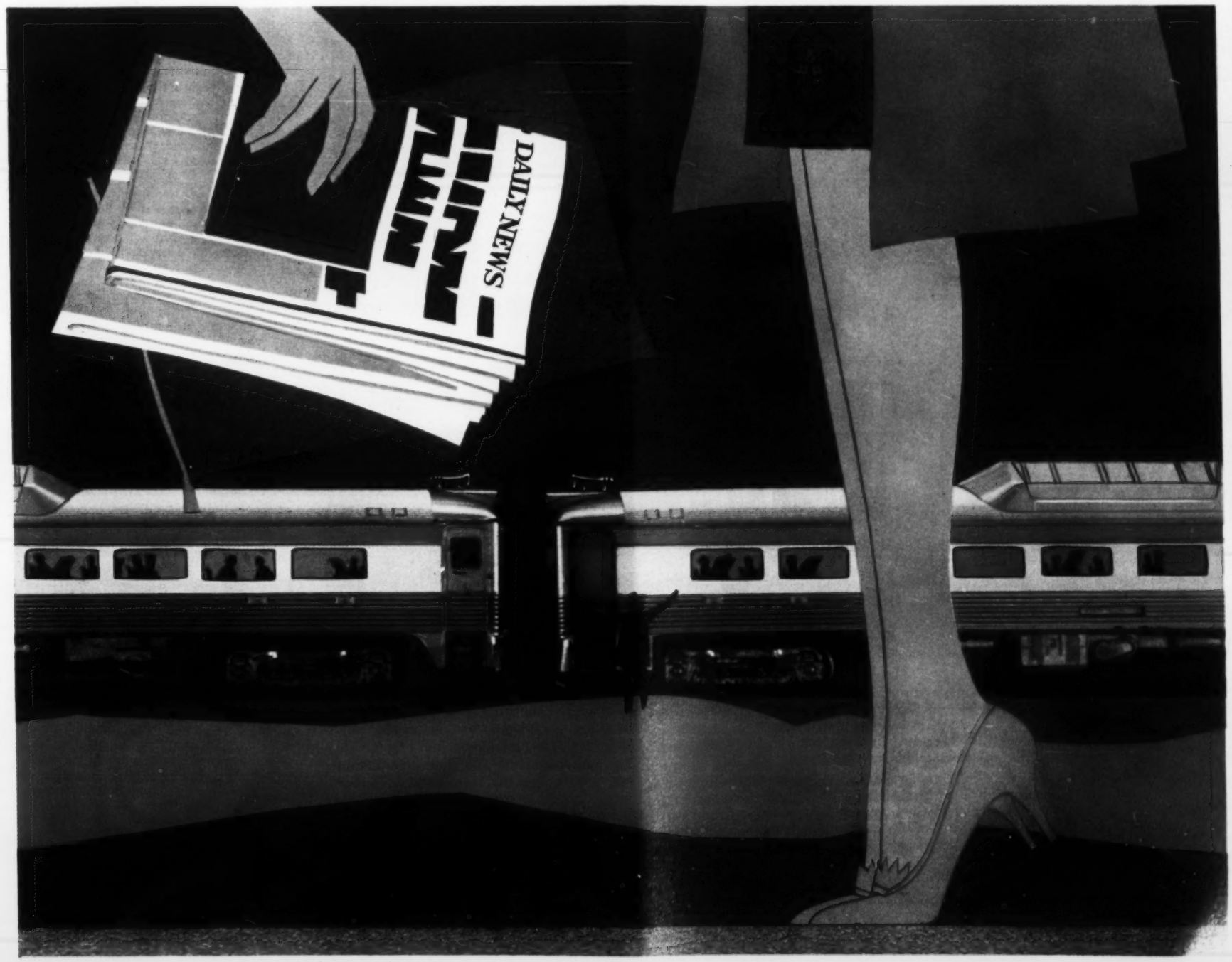
• **WAUX**, Waukesha, Wis., distributed hi-fi record albums explaining the station's new format of 12 minutes of uninterrupted music in every 15-minute segment throughout the day, with a WAUX musical segment on the flip sides to Milwaukee-Waukesha area agencies and advertisers.

• **Military Market & Government Buying's** October issue marked the largest in its history. Advertising linage was increased 88% over the same issue in 1958.

The Chicagoans with more money to spend...spend more time with the

CHICAGO DAILY NEWS

The Chicago Daily News is read by families whose median income is $1070 a year higher than Metropolitan Chicago as a whole. The Daily News median adult reader spends at least 35% more time with his newspaper than readers of the other Chicago dailies.



a **program** that changed a market . . .

A program at work the past 14 years has changed the building industry. That program is DSC—Dealer Sales Control. DSC was created by American Lumberman and Building Products Merchandiser to help the lumber and building materials dealer realize his fullest potential as a dominant buying and selling influence in the building materials market and as a principal market factor in home building and home improvements. DSC has succeeded. Thanks to DSC, the dealer, more than any other segment of this market, today has the superior management and merchandising skills to control his local building market. Details on DSC and the new market it has created are available.

Dealer Sales Control: New Dimension in the Building Market

THE MAGAZINE SHAPING THE NEW BUILDING MARKET

American Lumberman and Building Products Merchandiser

PHOTOGRAPHED AT FIFTH AVENUE OFFICE, MANUFACTURERS TRUST CO.

The man who is the mainstay of our national economy — who counsels, approves and influences by his tastes and preferences . . . who supplies billions to meet every conceivable legitimate private and business need . . . and who is also one of our nation's largest spenders in his own right.

Every year the banks of the United States pay millions upon millions of dollars for modern office equipment, vaults and business services, and their expenditures for building and construction run into hundreds of millions.

You can reach bankers best through their family trade newspaper, the AMERICAN BANKER. Reading the spot news on banking, which appears exclusively in the AMERICAN BANKER each morning, is a regular part of the business day for some 60,000 bankers in the banks that account for 93% of the bank deposits of the United States. Equally important is the fact that no other publication has as large a voluntarily paid unsubsidized circulation among so many banks and bankers.

To be a success, every program designed to sell something to banks, or to win their approval, should begin with use of the AMERICAN BANKER. May we show you how this newspaper can effectively fit into your promotional plans?

American Banker

The Only Daily Banking Newspaper

32 Stone Street • New York 4, N.Y.

It's the news that makes it different and preferred

Information for Advertisers

Look has published its first National Household Appliance Survey, which includes facts on replacement sales, saturation and ownership, brand switching and brand satisfaction. Additional information may be obtained from Jane Douglas, manager of industry relations, *Look*, 488 Madison Ave., New York 23.

• **McGraw-Hill Publishing Co.** has published a four-color, 24-page booklet showing pictorially and editorially how news is gathered from its foreign offices and sent to its New York office. The booklet shows reporters on the job on a typical day in such places as London, Paris, Tokyo, Moscow and Vienna gathering news, through interviews and press conferences, for its various publications. All pictures were taken "on location." Additional information may be obtained from Walter Persson, promotion manager, McGraw-Hill Publishing Co., 330 W. 42nd St., New York 36.

• **National Retail Merchants Assn.** has published a 20-page booklet, "How to Measure & Evaluate Advertising Results," which gives suggestions on how, what and when to advertise items. Priced at $2 for NRMA members and $4 for non-members, the booklet is available from the sales promotion division, National Retail Merchants Assn., 100 W. 31st St., New York 1.

• **Bureau of Advertising,** ANPA, has published a 67-page booklet "For Distillers," which contains marketing maps and tabulations giving complete information on liquor and wine consumption, state by state. Copies of the booklet are available to distillers and their advertising agencies from the Bureau of Advertising, American Newspaper Publishers Assn., 485 Lexington Ave., New York 17, or from any of the Bureau's offices in Chicago, Detroit, San Francisco and Los Angeles.

• **Maclean-Hunter Publishing Co. Ltd.** has published an eight-page booklet, "The Canadian People & Their Market," which gives up-to-date statistics on market areas, population figures, per capita income, housing, automobile ownership and other subjects. Copies may be obtained from Maclean-Hunter Publishing Co. Ltd., 481 University Ave., Toronto 2.

• **El Farmaceutico** has published a six-page readership survey of its drug store and laboratory readers in Latin America. The brochure includes information on size of reader operation, nature of business, volume of purchases, products handled, and plans for expansion. Single copies of the brochure are available from *El Farmaceutico*, 386 Fourth Ave., New York 16.

• **WCKT,** Miami, has published a 26-page booklet on Miami which includes information on industry, labor, housing, climate, food costs, education and retail sales. Additional information may be obtained from Jon E. Arden, sales promotion manager, WCKT, Miami.

• The **Washington Post** has published the third edition of its "Newspaper Color Data Book," designed for advertisers and their agencies as a guide to newspapers publishing r.o.p. color in the 236 metropolitan markets. Circulation, rates, cost for several space units and r.o.p. color information are included. Copies are available from the *Washington Post*, general advertising department, 1515 L St., N.W., Washington, D.C.

• The **Los Angeles Times** has published its 1959 edition of "Los Angeles, the Market & Its Newspapers," a comprehensive study on retail sales, population, automotive registration, climate and geography, education, housing, income, industry, prices, finance, transportation and utilities. Copies are available from the market research department of the newspaper, Los Angeles 53.

• **Today's Secretary** has published a reader research report on the advantages and disadvantages of dictating machines. Copies of the report are available from the magazine at 330 W. 42nd St., New York 36.

"General Outdoor introduced my mountain to Chicago"

says Capt. Folger

This year Folger's brought their Mountain Grown Coffee to Chicago . . . a tough market to crack. They cracked it first with General Outdoor Advertising.

In a 90 day period after the campaign broke on outdoor boards, Folger's became a leader in coffee sales. Proof that nothing succeeds like GOA!

GOA congratulates Folger's (largest independent coffee roaster in the country) on the unique and most-talked-of campaign of the year. Folger's attribute a large share of the success to GOA in (1) introducing the product and getting distribution and (2) putting the full power of colorful outdoor advertising behind the introduction of the package.

Folger's had a double saturation introductory campaign in the Chicago area . . . and are continuing with sustained outdoor coverage. Just one more example of how General Outdoor Advertising, with the most modern facilities in the best spots, reaches nearly all of the people nearly all of the time!

Your message sells more . . . when it's on a GOA outdoor board!

Covers 1700 Leading Cities and Towns

General Outdoor Advertising Co.
INCORPORATED

515 South Loomis Street, Chicago 7, Illinois

RESERVATRON

THE INSTRUMENT OF BUSY MORTALS

You can point to only one electronic reservation system in hotel history, and Sheraton's got it — *Reservatron*. It gets you confirmed reservations in only 4 seconds at any of Sheraton's 53 hotels. Saves you long-distance fees because you just phone your nearest Sheraton Hotel. We'd be happy (indeed ecstatic, since we're testing this ad) to send you a FAT FREE BOOKLET — 96 pages stuffed with the inside dope on Sheraton Hotels in 41 cities. Address: Sheraton Corp., Ad Age Ad #6, 470 Atlantic Ave., Boston, Massachusetts.

DECADE—*General Mills, as part of a $100,000 campaign to mark the 10th anniversary of its Brown 'n Serve process, will tie in with Brer Rabbit molasses, Breast O' Chicken tuna and Ekco-Alcoa Containers Inc. in this color spread in the Nov. 21 issue of The Saturday Evening Post. The ad features recipes from the new Betty Crocker recipe booklet to be distributed with Brown 'n Serve rolls. Spot tv and radio also will be used. Knox Reeves Advertising, Minneapolis, is the agency for the bakery sales service department.*

In Boston, The Globe hits them where they live

The Globe reaches more homes than any other newspaper. Homebodies love it! So do the somebodies — Boston's young buying families. As a matter of fact, The Globe reaches more people in every income group than any other paper in Boston. Little or *no self-duplication* either because the morning and evening editions are practically the same. (The hard news changes, but the features don't). What's more, The Globe is the unchallenged leader in New England in ROP full color. When you want to sell Boston, use Global strategy.

The Boston Globe puts the world at your fingertips

Morning Evening Sunday

U.S. Newsprint Use Up 8% in September

NEW YORK, Oct. 27—U.S. newsprint consumption in September totaled 448,999 tons, up 8.7% over the 412,984 tons consumed in September, 1958, according to the American Newspaper Publishers Assn.

Newsprint consumption in the first nine months of the year totaled 3,888,869 tons, a 7.4% gain over the 3,620,533 tons consumed in the like period of 1958.

Estimated total consumption for September was 598,666 tons, compared with 550,645 tons in September last year.

Estimated total consumption for the first nine months of 1959 was 5,185,159 tons, compared with 4,827,377 tons in the first nine months of 1958. #

Mohrhusen Joins Johnson

Arthur H. Mohrhusen, veteran adman in the paint field, who has been in semi-retirement in Boca Raton, Fla., has joined Wallace E. Johnson Inc., Memphis home builder, as vp for marketing, sales promotion, advertising and pr. He also holds the same title with Wallace E. Johnson Hardware Co. and Standard Builders Supplies Inc., two other Johnson companies. Mr. Mohrhusen's background includes 25 years with Devoe & Raynolds Co.

Hersey Mfg. Names Agency

Hersey Mfg. Co., Dedham, Mass., water meter manufacturer, has named Sutherland-Abbott, Boston, as its agency. The appointment is effective Jan. 1, when Hersey will merge with Sparling Meter Co., El Monte, Cal., to form Hersey-Sparling Meter Co., with executive offices in Dedham.

Arvey Buys Subsidiary

Universal Match Corp., St. Louis, has sold International Tag & Salesbook Co., Chicago, a subsidiary, to Arvey Corp., Chicago, paper products manufacturer. There will be no changes in International's management, according to Arvey.

Italian Trade Names Moss

Italian Trade Co. of New York, New York importer and distributor of specialty italian food products, has appointed Moss Associates, New York, to handle its advertising.

SHOWMANSHIP EUROPEAN STYLE?—*Triumph of Europe, German foundationwear company invading U. S. market, used European models in one of nine cross-country presentations at Chicago's Ambassador Hotel. Line includes varied designs, like this one, resembling swim suit.*

Ach! $1,500,000 Campaign in U.S. by German Foundationwear Marketer

Triumph of Europe Brings Own Models in Invasion Attempt

CHICAGO, Oct. 27—A 73-year-old German company with ambitious intentions, a flare for showmanship and a fat promotion budget is invading the U. S foundationwear market.

The company, which goes by the elegant name, Triumph of Europe, plans to launch a $1,500,000 campaign in January handled by Grey Advertising, New York, and has already embarked on a $350,000 public relations program, including style showings to the trade and press in major cities.

Latest of the showings, which have been presented in New York, Chicago, Los Angeles, San Francisco, Montreal and Toronto, was staged in Chicago's plush Ambassador Hotel, complete with a raised 100-foot ramp, lighted by a Broadway lighting specialist and trod by nine winsome European models who were draped in, or rather squeezed into, the company's luxury line of *gurtels, bustenhalters*, etc. Three wardrobe mistresses, also imported, were on hand to see that the seams were straight.

■ A small string orchestra offered subdued background music as the models paraded the ramp, showing girdles, bras and "all-in-ones" in a variety of colors, designs and fabrics, including French laces and Swiss embroideries, before 150 buyers and other retail store officials, and a sprinkling of newspaper fashion editors.

Robert Demmel, vp and U. S. sales manager, said that the series of showings is unusual in that most manufacturers present their lines only at the January and June market weeks in New York and do not attempt so theatrical a show.

"We have tried to dramatize the line by using a number of stage tricks and we have used much more spacious facilities than in the typical New York market presentation," he said.

■ And by taking the showings outside New York to the Midwest and West, he said, the company has achieved broad exposure to buyers, merchandising managers and even store presidents and board chairmen in many parts of the nation.

At the various showings more than 100 buyers have been flown in from nearby cities and towns, with expenses paid by Triumph of Europe.

■ Roy Blumenthal, chairman of the board of Roy Bernard Co., the public relations company handling the showings, said: "We thought of these showings in terms of theater, and we got professional staging and lighting in putting it all together.

"The showing was put on in Rome, before coming here, and will go to London for four presentations at the end of the month. Next year we will take it to South America, a market we will be entering then for the first time."

In three weeks of U. S. showings, buyers have placed orders totaling $700,000, for delivery next February, March and April, Mr. Blumenthal said. The company aims for a $10,000,000 volume in the first year here, and the goal is an annual $30,000,000 sales in three years.

Retail prices will range from $12 for a bra to a high of $75 for the top all-in-one. Triumph, which has headquarters in Wurttemberg, terms itself the largest foundation manufacturer in Europe. #

QUANTITY
Photos Sell
BULLS

They couldn't send sample Bulls, so they sent glossy photos. If *you* can't send your product, send a photo.

8 x 10 GLOSSY PHOTOS 9½c EACH (in lots of 100)

QUANTITY Photos will sell for you, because they are QUALITY photos.

8 x 10 GLOSSY PHOTO PRICE LIST

Number	12	25	50	100
Price ea.	20c	15c	12c	9½c

Write for complete Price Catalog

QUANTITY PHOTO CO.
119 W. Hubbard St. • Chicago 10, Ill.

. . . . . in the public school market for 1960

only ONE MAGAZINE..
gives concentrated communication
with BUYERS

THE Nation's Schools

IT IS SIGNIFICANT that the only magazine ever published exclusively for BUYERS (administrators and administrative staff members) in the public school market has been commandingly in first place among school administrative magazines for sixteen consecutive years.

THE NATION'S SCHOOLS is WANTED by more public school administrators and its fully paid circulation among this group is now at an all-time high. Because THE NATION'S SCHOOLS is WANTED by more BUYERS it is WANTED by MORE SELLERS. In the first 10 months of 1959, THE NATION'S SCHOOLS carried more advertising pages than the second and third magazines combined—and the second magazine is to be abandoned at the end of this year and replaced by another kind of educational magazine. THE NATION'S SCHOOLS led the second magazine by 541 pages, carried 764 pages more than the third.

TEN MONTH ADVERTISING PAGES, 1958 AND 1959:

	1958	1959	±
THE NATION'S SCHOOLS	1083	1271	+188
The School Executive—Educational Business	934	730	−204
School Management	293	507	+214
American School Board Journal	375	334	− 41

By every standard of comparison—economy of reaching BUYERS, *advertising effectiveness, wantedness by buyers, advertising pages, exclusive advertising pages, advertising revenue*—THE NATION'S SCHOOLS *is your first magazine in the public school market.*

in today's multi-billion college market—

college AND UNIVERSITY business

the ONLY magazine that serves BUYERS in the college market

to SELL you must tell the BUYERS

MOST OF THE PROBLEMS of formal education at the college and university level are identifiably unique and distinguishable from problems in all other sectors and echelons of education. The BUYERS in higher education are the business officials and their business staff executives—purchasing agents, superintendents of buildings and grounds, directors of housing, food service, and student centers. Only COLLEGE AND UNIVERSITY BUSINESS serves these interests with a highly concentrated, demonstrably effective editorial program.

publications of F. W. DODGE CORPORATION

The Nation's Schools and College and University Business are published by The Modern Hospital Publishing Co., Inc., 919 North Michigan Avenue, Chicago 11, Ill.

PHOTOGRAPHIC REVIEW

Brown McAleer Finley Carel Levien

'COPTER CONFERENCE—*Two weeks' training at the Army's command and general staff college at Ft. Leavenworth, Kan., introduces the new Sky Cavalry H-13 helicopter to Capt. Edward D. Brown, Ted Bates & Co., New York; Capt. Charles A. McAleer, Washington Star staff reporter; Lt. Col. Mark Finley, promotion director, Boston Record-American-Advertiser; Capt. Clyde Carel, pilot, and Lt. Col. John D. Levien, producer for Hearst Metrotone News.*

WHAT A GIFT—*Dramatizing a holiday gift pack at the Retail Liquor Package Show, Hollywood, Morris Kushner, Reese Finer Foods, and Joe Eisaman, Eisaman, Johns & Laws, exhibit this unusual package. "Suggested" retail price covering beverages, gourmet foods and burro is $300, delivered.*

DOOR PRIZE—*Mary Williamson (left), account executive, Jean Sullivan Advertising, won this door prize at the conference of American Women in Radio & Television, Heart of America region, in Omaha. Helping her carry it are Mrs. Nan Pondelis, Buchanan-Thomas, and Dottie Hayes, administrative assistant, pr director, University of Omaha.*

Brancas Goichot Shane Pares FitzGerald Geant

VISITEURS FRANCAIS—*Four French Kelvinator representatives compare advertising techniques with Gerald FitzGerald, zone manager of Kelvinator division, American Motors Sales Corp. Mrs. Yvette Shane, interpreter, helps overcome the language barrier at a luncheon in Chicago honoring Gilbert Brancas, Albert Pares and Robert Geant, appliance dealers who won a trip to the U. S. in the French counterpart of the American sales contest, and Paul Goichot of Markt & Co., Paris* *(story on Page 44).*

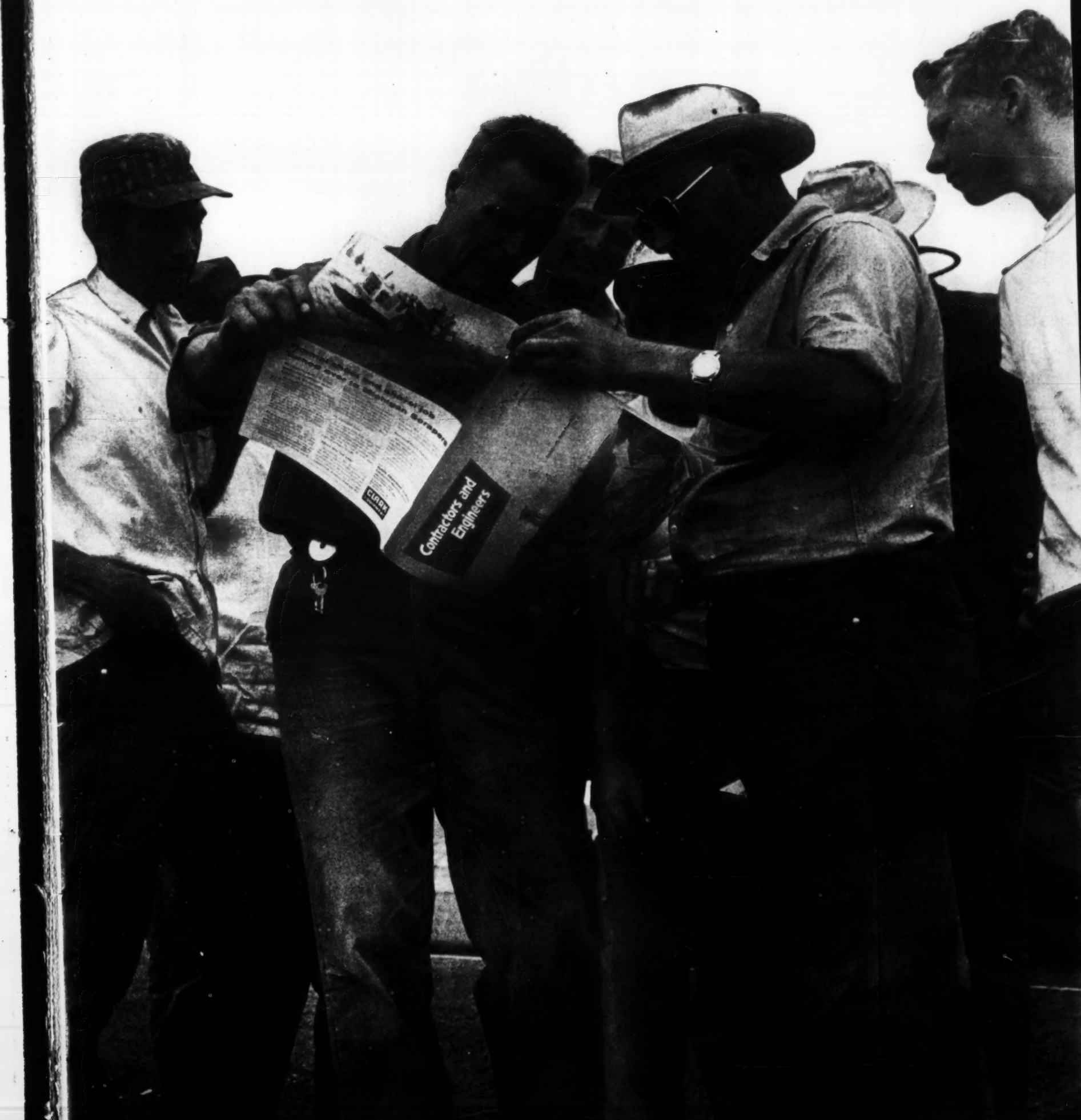
Wetmore Miller Hotvedt Dollnig

AGRICOLA—*More than 100 midwestern adwomen gathered in Milwaukee for the Midwest Intercity Conference of Women's Advertising Clubs, labeled Agricola. Burton E. Hotvedt, Advertising Federation of America vp, explains the intricacies of the Agricola rocket (symbolic of the "new horizon" theme of the meeting) to three club presidents: Carlotta Wetmore, St. Louis; Sunne Miller, Toledo, and Berneice Dollnig, Chicago.*

Coffey Williams Obenchain Wetmore Dewes

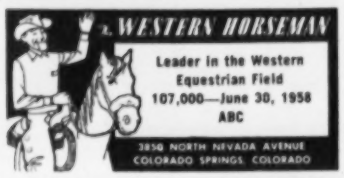
At the informal hospitality party, frolicking by the pool are Mary Coffey, Guenther-Bradford & Co.; Ruth J. Williams, Ruth J. Williams Homemaking Programs Inc.; Mabel S. Obenchain, Famous Features Syndicate, Miss Wetmore, and Bonnie Dewes, D'Arcy Advertising Co., vp of the Advertising Federation of America and chairman of the Women's Council.

unposed



'AA' Gets Wrong Mathews

In reporting that Mathews Co., Crystal Lake, Ill., had appointed Johnson & Johnson Advertising, Evanston, Ill. (AA, Oct. 26), ADVERTISING AGE incorrectly stated that Meldrum & Fewsmith, Cleveland, was the former agency. Paragon Business Services Inc., Chicago, is Mathews' former agency. Meldrum & Fewsmith handles advertising for Matthews Co., Port Clinton, O., cruiser manufacturer, but did not previously handle advertising for the Mathews Co. of Crystal Lake.



'Creative' Experts Pounce on 'Helpless Little Ideas,' Chevins Tells Insurance Admen

(Continued from Page 3)

income.

5. "There have been considerable increases in mass sales pressures through all mass media of advertising by competing products and services.

6. "The increasing role of government in the social welfare field could develop a tendency for people to think, 'Oh, well, the government will look after us'."

■ Mr. Cawthorn-Page said mass awareness of life insurance could be gained through stepped up and reoriented advertising, public relations and promotion activities.

A new handbook was introduced at the meeting—"Sales Promotion for Life Insurance Companies." It was edited by Albert N. Beardshear, American United Insurance Co., with chapters written by various LAA members.

This is the third in a series of handbooks. The first two dealt with public relations and advertising. The book costs $2 for single copies and $1.50 apiece in lots of ten or more. Information on the publication is available from Mr. Beardshear, 30 W. Fall Creek Pkwy., Indianapolis.

■ Robert S. Kieffer, assistant vp of Metropolitan Life Insurance Co., was elected president of the LAA for the 1959-60 term. Other new officers are John L. Briggs, vp and director of public relations and advertising, Southerland Life, vp; George H. Kelley, executive assistant to the vp in charge of marketing, New York Life, secretary; Stanley M. Richman, vp in charge of public relations, advertising, sales promotion and personnel administration, General American, treasurer, and S. Alberta Stutsman, assistant advertising manager, Massachusetts Mutual, editor.

Robert S. Kieffer

■ The association honored 56 companies with awards of excellence in the annual display of advertising and related material. Judging was done in 15 categories, with scores of 90 or more (out of 100) earning the awards.

The categories:

Material to motivate agents, sales aids, prestige and good will builders, recruiting material, direct mail, annual reports and policyholder material, brokerage material, company field magazines or newspapers addressed to agent, employe relations, national printed advertising, local or regional print advertising, insurance journal advertising, public relations, group coverage and personal accident and health.

The winners (some winning in more than one category):

Bankers Life of Iowa, Bankers Life of Nebraska, Columbian National, Commonwealth Life, Confederation Life Assn., Connecticut General, Connecticut Mutual, Continental Assurance, Equitable of U. S., Federal Life, General American, Golden State Mutual, Great West Life, Home Life (N.Y.), Indianapolis Life, Industrial Life, Jefferson Standard, John Hancock, Liberty Life, Life of Georgia, Life of North America, Life of Virginia, Lincoln National, Loyal Protective Life, Manufacturers Life, Massachusetts Mutual, Metropolitan Life, Mutual Benefit, Mutual Life of N. Y., Mutual Service Life, National Life of Canada, National Life, New England Mutual, New York Life, Northwestern Mutual, Northwestern National, Occidental Life of California, Occidental Life of North Carolina, Pacific Fidelity, Pacific Mutual, Paul Revere, Penn Mutual, Pilot Life, Provident Life & Accident, Provident Mutual, Prudential, Security Mutual, Shenandoah Life, Standard Life of South, State Mutual Life Assurance, Sun Life of America, Travelers, Union Labor Life, Union Mutual, Washington National and Woodman Accident and Life.

FOUND:

100 travelers with $2,000 each... All it took was a little traveling music—on WMAQ. In this case, literally before breakfast. Chicago's Olson Travel Organization offered overseas tours at $2,000 per ticket on its 40-minute program of semi-classical music featuring Norman Ross, Saturdays, 7:15 to 7:55 a.m.

In four short weeks, Olson sold out completely—100 tickets for a gross sale of $200,000. And one year in advance! This is just one more example of how WMAQ reaches the quality buying market in the Midwest. It's every bit as easy for you to find the buyers you're looking for anytime, morning, noon or night, on...

WMAQ NBC Owned • 670 in Chicago • Sold by NBC Spot Sales

The CLIPPER Creative ART SERVICE

There are many clip art catalogs available, but ONLY ONE complete art and layout service. Ideas alone in each monthly issue are worth many times the small cost. From the smallest printers to the largest concerns such as Prudential, General Motors, etc. have been Clipper subscribers for many years.

$1.00 to cover cost of packing and mailing will bring you —

FREE...

THE COMPLETE CURRENT ISSUE

single current issues normally sell for $20.00. The complete issue, yours to use, can make you hundreds of extra dollars! In addition to the current issue you will receive an unusual, attractive, introductory offer. No obligation. No salesman. Attach one dollar to letterhead and mail today to Multi-Ad Services, Inc., 124 Walnut Street, Peoria, Illinois.

The Light alone in San Antonio!

Daniel Starch & Staff has just completed an authoritative study among newspaper-reading households in the San Antonio A.B.C. City Zone.

Important facts about San Antonio's three newspapers are revealed *authentically* for the first time through this study. Here are some examples of comparative measurements usually regarded as *green lights* in media selection.

Coverage of Households

THE LIGHT alone reaches 62.2% of the newspaper-reading households in the San Antonio A.B.C. City Zone.

The LIGHT—alone
62.2% coverage

EVENING NEWS
MORNING EXPRESS
net combined
53.9% coverage

Unduplicated Coverage

THE LIGHT, unduplicated, reaches 46.1% of the newspaper reading households in the San Antonio A.B C. City Zone

The LIGHT—alone
46.1% unduplicated coverage

EVENING NEWS
MORNING EXPRESS
combined
22.7% unduplicated coverage

Households with Children

THE LIGHT reaches more newspaper-reading households in the A.B.C. City Zone with children under 18 than any combination of San Antonio newspapers

The LIGHT—alone
64.5% with 3 or more children under 18

EVENING NEWS
MORNING EXPRESS
net combined
52.3% with 3 or more children under 18

The Light alone reaches 62.2% of the newspaper-reading households in the San Antonio A.B.C. City Zone

...NO OTHER NEWSPAPER, ALONE OR IN COMBINATION, DAILY, SATURDAY, OR SUNDAY REACHES AS MANY HOUSEHOLDS AS THE LIGHT

THE LIGHT
SAN ANTONIO TEXAS

Represented Nationally by HEARST ADVERTISING SERVICE INC.
Offices in 15 Principal Cities

NOTE: Ask your Hearst Advertising Service representative to show you the complete Daniel Starch & Staff Survey of San Antonio's Newspaper Reading Households.

OK

We call it our "keep 'em smiling" service. Our clients, bless 'em, rate our performance "consistently excellent" . . . give us a fast OK, always! This type of engraving service can benefit you, too.

washington PHOTO ENGRAVING COMPANY

R.O.P. Color, too!

118 SOUTH CLINTON STREET • CHICAGO 6, ILLINOIS • FRANKLIN 2-6343

Battle Looms Over P.O. Tests of Facsimile Mail

(Continued from Page 3)

porting that research was well advanced, but that the department was embroiled in a hot fight with representatives of private industry who regard this as potential competition with telegraph and telephone companies.

As the story unfolded this week, the Post Office Department continued to refuse to cooperate with reporters seeking information about the project. Reporters learned, however, that a research contract allotted $140,000 to International Telephone & Telegraph Corp. for the developmental work and that experimental installations are in operating condition in Washington and Los Angeles.

■ As described in news stories here the Post Office expects that its facsimile equipment will transmit 1,800 pages a minute across the country at a cost per letter no higher than the present 7¢ air mail rate.

Initially the project, sponsored by E. O. Sessions, who resigned last week as deputy postmaster general, ran into difficulties because the confidential quality of the mail was endangered.

Through refinements in the equipment the Post Office now is reportedly able to transmit, receive and seal a letter without human handling.

Despite the details now appearing in the press, Postmaster General Arthur Summerfield would say only that facsimile mail "is just one of a great number of projects" that are under way. "When the tests on facsimile mail transmittal are concluded, the results and recommendations of this department will be made public," he said.

■ One reason for departmental restraint in discussing the development reportedly is the pressure being exerted by Western Union and by other communications companies.

At a meeting with the Budget Bureau recently, representatives of the Federal Communications Commission reportedly questioned whether the proposed Post Office service would be consistent with the administration's policy of withdrawing from activities which compete with private industry.

In its report earlier this month, ADVERTISING AGE described the contemplated facsimile service, and reported that some postal officials are said to believe it can become an important service to the public.

The report noted misgivings in congressional circles. "Arthur Summerfield is a former chairman of the Republican National Committee and a devoted champion of free enterprise," the article quoted one Senate aide as having observed. "But does he want to be known as the man who socialized the telegraph industry in the U. S.?" ■

Needham, Louis Names Sulcer to Head TV-Radio Creative Unit

Needham, Louis & Brorby, Chicago, has appointed Frederick D. Sulcer manager of the television-radio creative department, in an expansion of the department. Mr. Sulcer, who will report to Kenneth C. T. Snyder, vp and director of the tv-radio creative operation, has been with the agency 12 years.

Frederick D. Sulcer

Other appointments in the department include Pierre R. Garai and Barker Lockett, formerly writers, group heads; Christopher Ford, senior producer; Joseph P. Creaturo and Willis J. Davis senior art directors, and John S. Sheasby, associate producer. John J. Calnan and Harold Kaufman have been named writers in the department.

Knox Reeves Names Two

Knox Reeves Advertising, Minneapolis, has appointed Nathaniel Morgan to its market research department and Mrs. Joan Anderson to the creative department. Mr. Morgan formerly was assistant executive director of the Germantown Community Council in Philadelphia. Mrs. Anderson formerly was a copywriter with Dayton's department store.

WORCESTER'S Billion Dollar Market (E. B. I.) is SOLD with FULL COLOR

4 COLOR PROCESS NOW AVAILABLE DAILY AND SUNDAY

Tell and Sell with full color at its best—on the pages of the Telegram-Gazette reaching 86.4%* of Massachusetts' 2nd Market

*DAILY 158,215 SUNDAY 102,957

Member of ABC Audit Dec. 31, 1958

You Can't Cover Massachusetts without The Worcester Telegram-Gazette

The Worcester TELEGRAM AND GAZETTE
WORCESTER, MASSACHUSETTS
MOLONEY, REGAN & SCHMITT, Inc.
National Representatives

OWNERS OF RADIO STATION WTAG AND WTAG-FM

When you're right with the retailer, you're *right!* And Portland retailers, who watch the women go buy day after day, place the bulk of their advertising in The Oregonian. They know The Oregonian is the active newspaper with the reactive audience, the only advertising medium that's big as all Oregon.

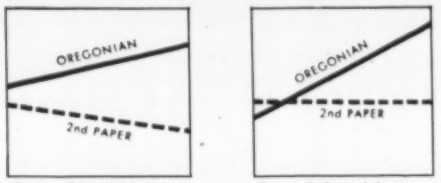
How big is the Oregon retail market? Almost $2½ billion annually. That's bigger than Milwaukee and Dallas combined!

The Oregonian
Portland, Oregon

Leads in Retail Advertising—By Far!

Largest Circulation Newspaper In The Northwest
242,035 Daily • 306,014 Sunday

The Portland 10-year change at a glance



Daily Circulation — Total Advertising

Sources: S.M., 5/10/59; ABC Pub. Stmt., 6 mos. ending 3/31/59

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, Inc.

watch the women go BUY

WATCH THE WOMEN GO BUY
WATCH THE WOMEN GO BUY

A Technique for Producing IDEAS

Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the formula which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $1.25 postpaid.

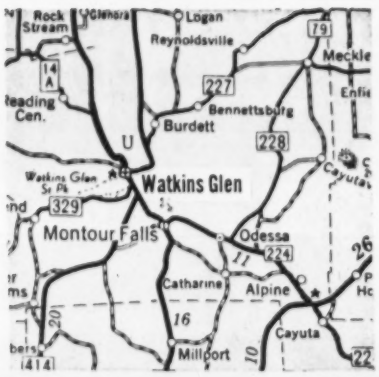
ADVERTISING AGE, 200 E. ILLINOIS ST., CHICAGO 11, ILL.

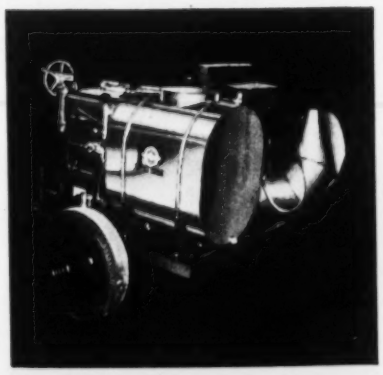
Attn.: Book Department

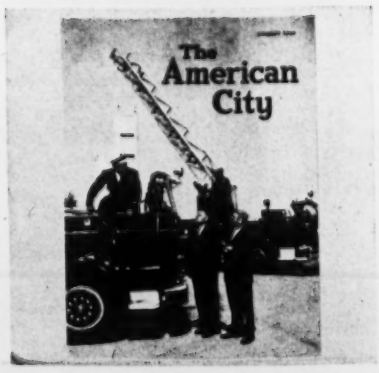
SINCEREST FORM OF FLATTERY—*Time Inc., publisher of Time and Life, puts out international editions, but Spotlight and Vita are not part of the stable. They are simply two of the many Time-like and Life-like publications that have sprung up in different parts of the world. The latest is Vita, an Italian magazine started this year. It looks like Time and is called Life (vita means life in Italian). Spotlight, a monthly news magazine in the Caribbean, is an older book. Time has filed an official protest with the publisher of Vita.*

"How We Sell to Municipalities"

By Don Culbertson, General Sales Manager







"We sell The Buffalo Turbine Sprayer-Duster to kill mosquitoes, to destroy disease-carrying flies, to eliminate elm tree disease. This machine is often purchased by cities, towns, and even small villages.

We make sales for this machine by advertising in THE AMERICAN CITY. I just sold one of these machines in the three thousand dollar price range to Weedsport, New York. After the officials saw it advertised in THE AMERICAN CITY, they phoned for a demonstration. The new machine I showed them was purchased the same day. This is typical.

We sold to Watkins Glen, New York, through a lead that started with THE AMERICAN CITY. Still another ad in this publication enabled us to sell to Hollisdayburg, Pennsylvania, and the complete transaction was closed over the telephone!

We make sales leads important by following them up. All of them. In large cities, in small towns, THE AMERICAN CITY often starts the lead that ends with a sale.

A medium must be powerful when it sells for its advertisers. For our products THE AMERICAN CITY is the best *sales-producer* in the municipal field."

The American City
A Buttenheim Publication
470 Park Avenue South
New York 16, New York

Acousticon Unit Joins Dictograph Account at Wexton

NEW YORK, Oct. 27—Dictograph Products Inc., maker of communications systems and Acousticon hearing aids, has settled on Wexton Co. as the advertising agency for all its products.

Dictograph, which has used 13 agencies in the past 10 years (AA, July 13), moved its intercom advertising from Anderson & Cairns to Wexton four months ago.

This week it makes the same switch for its Acousticon division.

At the same time, William N. Brown, marketing vp, announced a greatly expanded advertising program. Mr. Brown said the annual budget for Acousticon will be increased next year from $900,000 to nearly $1,500,000.

He reported that Acousticon sales are up 21% this year, on top of a 22% gain in 1958.

■ Dictograph plans to move into large-space advertising in *Coronet, Life, Look, National Geographic, Newsweek* and *The Saturday Evening Post;* a radio news campaign in 50 markets and a television spot drive. The hearing aid division also will use farm, religious and health publications.

'Playboy' Names Perkins Rep

Playboy, Chicago, has appointed Stan Perkins its western representative in the Los Angeles office. Mr. Perkins heads the Los Angeles branch of Blanchard-Nichols Associates. He succeeds the late Fred Crawford Jr., *Playboy's* former representative in the area, who died in late September.

Riviera Beach CofC to Fiorino

Chamber of Commerce, Riviera Beach, Fla., has appointed Vince J. Fiorino & Associates, Hollywood and Palm Beach, Fla., to handle advertising and public relations for the City of Riviera Beach.

Saunders Joins Locke Agency

Miss Pat Saunders, for the past three and a half years continuity director of KVOO, Tulsa, has joined Paul Locke Advertising, Tulsa, as assistant director of the agency's radio-tv department.

Home Building Names French

Home Building Corp., Sedalia, Mo., has appointed French Advertising, St. Louis, to handle advertising for HBC homes. French Advertising has named George Johnson, creative coordinator, a vp.

Formulas Predict New Product's Fate, Rogers Tells NAWGA

TUCKER'S TOWN, BERMUDA, Oct. 27—Use of mathematical models to project marketing results has won marked success in the food industry, a market researcher reported to a grocer group here yesterday.

Curtis C. Rogers, president of the consumer panel division of Market Research Corp. of America, told an executive conference of the National-American Wholesale Grocers' Assn. that one particular mathematical formula, composed of several sales volume factors, has been used in more than 50 product situations to tip off management on results, which are sometimes surprising.

■ The formula once predicted correctly that a very promising new cereal item would eventually settle down to a relatively low share of market, Mr. Rogers said. On another occasion, he added, it accurately forecast that a slow-starting product would obtain twice the volume which the manufacturer had anticipated.

He said the mathematical formula or model involved in these tests centered around three factors of volume: The number of people who buy a certain product, the amount they buy at one time and the frequency at which they buy it.

In each of these factors, he explained, are a number of other subfactors which also have to be figured in, like consumer buying preferences and habits, which are learned from a consumer panel.

■ "The principles in this method of predicting prospective sales are the same as those used by insurance companies in predicting the life expectancy of people," Mr. Rogers said. "You amass the pertinent statistics, estimate the cause and effect of significant factors, and then determine the likely results."

The ability to forecast sales more accurately will improve marketing efficiency throughout the food industry, Mr. Rogers predicted. He noted that manufacturers will be able to save money that might have been spent to promote items destined to have only indifferent success.

Distributors will be spared the "soul searching" that goes with deciding whether or not to take on a new product, he envisioned. Manufacturers and distributors, he added, will be able to concentrate their efforts on products with demonstrated popularity.

■ But this development won't make marketing executives obsolete, Mr. Rogers said. "Actually, mathematics is being used to build better tools for marketing men, improved implements that provide more information on which to base decisions. These new instruments will probably raise the efficiency of marketing operations," he observed, "but only to the extent that they are applied by responsible executives." #

Dairy Group Buys L.A. TV Show; Backs with Brochures

Local Independent Dairies of Southern California has signed to sponsor "Holiday" on KCOP, Los Angeles, to launch what is basically a pr program for its members.

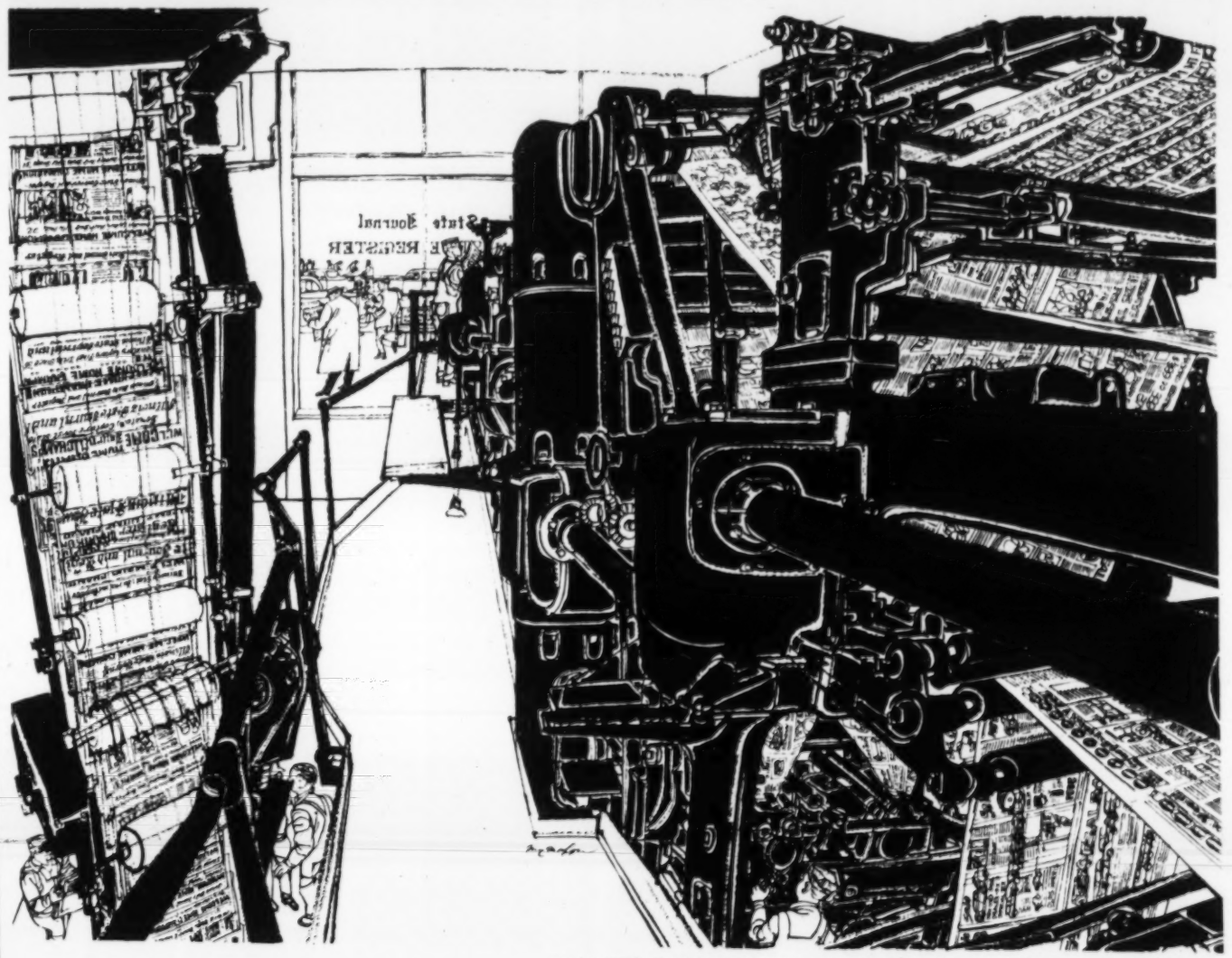
The association and its members will stress "wholesome family activities" as an institutional program. Every two weeks, forthcoming programs will be described in brochures, and distributed to 160,000 homes by milkmen. A series of talks will tell delivery men of member dairies about the program. The dairy group does not have an agency.

Meyers Adds Dexter & Sons

C. H. Dexter & Sons, Windsor Locks, Conn., 192-year-old manufacturer of special quality papers, has appointed Edward M. Meyers Associates, New York, to handle a new product to be introduced shortly.

Nason Adds Skyway Duties

Russell Nason, sales manager of Skyway Luggage Co., Seattle, has assumed the duties of advertising manager as well, succeeding in that post, Robert Campbell, who has joined the sales staff of Davies Chevrolet, Seattle.



SPRINGFIELD'S JOURNAL & REGISTER PRESSROOM – Drawing by Franklin McMahon, noted Illinois artist

Illinois State Journal
ILLINOIS STATE REGISTER

SELLING SPRINGFIELD WITH
COVERAGE PLUS
COLOR!

The *Illinois State Journal* and *Illinois State Register* offer 100% coverage — plus the 100% impact of ROP color — in the state's capital market.

Coverage: 100% in Sangamon County (Springfield) and 60% in Springfield's 11-county trading area. *Color:* Black and one, two, or three colors, brilliantly reproduced by the Goss Headline Press. (Write for color samples.)

For the advertiser who seeks coverage plus color plus strong merchandising support in a rich and responsive market, there is no better buy than Springfield's two historic newspapers: the *Illinois State Journal* and the *Illinois State Register*.

"The Ring of Truth"
COPLEY NEWSPAPERS

15 "Hometown" Newspapers covering Springfield, Illinois — Northern Illinois — Greater Los Angeles — and San Diego, California . . . Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

Union Oil Signs as Co-Sponsor of 186 Dodger Games in 1960

Union Oil Co. has signed a long term contract to co-sponsor all radio and tv coverage in the seven most western states of the world champion Dodgers, including 32 pre-season games next year. The contract calls for radio coverage of 186 games, and at least 11 Dodger-Giant games from San Francisco. The total contract is for an undisclosed period. KMPC has been the key radio station for the Dodger baseball networks, and KTTV has done the telecasts in the past, but as a sponsor Union will be able to specify the outlets.

Young & Rubicam, which has only the print portion of Union Oil accounts, will handle the Dodger broadcasts and telecasts. Erwin Wasey, Ruthrauff & Ryan, which handles broadcast advertising, will continue to be responsible for the comprehensive Union sports coverage which includes feature races from Santa Anita and Hollywood Park, the Pacific Southwest Tennis Tournament, and Los Angeles Rams and San Francisco Forty-Niners pro football games.

FINANCE

"All the News of the Hire of the Dollar" "Top 400 Underwriters" published exclusively each year. Over 10,000 copies sold to investment bankers. Find out about special package of three issues including December IBA convention, March issue, special Supplement.

20 North Wacker Drive, Chicago, Illinois
CE 6-6351

Botthof Allen

FOR SERVICES RENDERED—*Walter E. Botthof, publisher of Standard Rate & Data Service, is presented with a citation for his services in educating young journalists by the Associated Business Publications. Philip D. Allen, president of Maclean-Hunter Publishing Corp., gave the citation at ABP's Midwest conference in Chicago last week (AA, Oct. 26).*

Close Elected President of Springs Mills

Hugh W. Close, 39-year-old son-in-law of the late Col. Elliott W. Springs, has been elected president of Springs Cotton Mills and Springs Mills Inc. Col. Springs died Oct. 15 (AA, Oct. 19). Mr. Close denied rumors that ownership of the cotton mills and its selling organization might change hands. He said there would be no changes in the organization.

Mr. Close has been with Springs Mills since his graduation from the University of Pennsylvania's Wharton school in 1946. In 1958 he had served as assistant general manager of Springs Cotton Mills.

Daily Adds 'Family Weekly'

The *Times*, Salisbury, Md., will begin distribution of *Family Weekly* Nov. 1. The supplement said it is now distributed in 187 newspapers with a combined circulation of 4,798,969.

Murphy Joins 'Vogue'

Otis W. Murphy, formerly a department manager with the New England Council, has joined the advertising department of *Vogue*, New York.

TO SELL

100,000 Different Fleets

IT TAKES

Only TWO Fleet Books

Industry statistics substantiate that the fleet market consist of:

62,190 Fleets of 10 Units and More

172,750 Fleets of 5 to 9 Units

Both segments of the market are important and represent tremendous sales volume.

TSN covers the greatest number of fleets in the 10 unit and more category. FPN is the only publication concentrating on the 5 to 9 unit market, with coverage to be expanded.

What Fleets do their Own Maintenance?

You can't tell by the number of units whether a fleet does its own maintenance or not. Some fleets with 100 units have their work done on the outside. Some fleets with 6, 7 or 8 units do their own maintenance.

The fleets doing their own maintenance are not concentrated in the 10 unit and above market. No one knows how many fleets do their own maintenance whether it be in the 10 unit or more segment of the market, or the 5 to 9 unit. Furthermore, things change. Some who do their own maintenance quit doing it . . . those who have not done it before, start.

Sales results of advertisers in both TSN and FPN prove the great value of advertising to both segments of the fleet market. The results you get speak for themselves.

Only TSN provides a brochure of proven fleet readership results each year. Get your copy of latest TSN reader-audit.

1959 Ad Volume Up 35%

TSN leads the fleet field in 1959 ad volume gain . . . first 9 months is up 35% over like period of 1958. TSN is the selling medium in the fleet field. Hence the growing trend to TSN ad columns.

TRANSPORTATION SUPPLY NEWS is researched editorially by Eastman Editorial Organization. This is a TSN exclusive in the truck and bus fleet field.

READERSHIP Eastman RESEARCH

NEW MEDIA FACTS

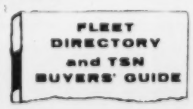
A dramatic, colorful, fast-moving 8½ x 11 brochure of current facts on the truck and bus fleet market including basic constructive media data such as: size of the fleet market; market breakdown; market trends; factors vital to sell fleet market; market coverage of fleet buyers; analysis of editorial needs of buyers; details on TSN market coverage; comparative market coverage of fleet publications; readership evidence and analysis; details on TSN editorial; data on reader response; advertising success stories; inquiry conversion ratios of specific product classifications; details on TSN low cost advertising investment; factors on how TSN advertising helps sales departments. Write for copy.

AFFILIATED PUBLICATIONS

51,000 Monthly

113,000 Annually

35,000 Annually



62,000 Annually

51,000 Annually

STANLEY PUBLISHING COMPANY

Founded 1954

431 S. Dearborn St., Chicago 5, Ill. • WAbash 2-0636

NO AD RATE INCREASE FOR 1960

BUY MEMPHIS

AND GET...

POPULATION: City Zone, 534,806; Metro Area, 578,500; 76-County market, 2,600,000.

CONSUMER SPENDABLE INCOME: Now nearly 3 Billion Dollars in the 76-County Market.

RETAIL SALES: Now more than 2 Billion Dollars in the 76-County Market.

SPENDABLE INCOME PER HOUSEHOLD: $6,358 in Metro Memphis, 4th among 9 major Southern markets.

RETAIL SALES PER HOUSEHOLD: $4,761 in Metro Memphis, 2nd in the South among the 9 major Southern markets.

PER CAPITA FOOD SALES: $321.18 in Metro Memphis, 2nd in the South among the 9 major Southern markets.

Source: SRDS, May, 1959

Two great newspapers give you dominant, responsive home-delivered circulation in this growing Mid-South Market.

THE COMMERCIAL APPEAL

MEMPHIS PRESS-SCIMITAR

SCRIPPS-HOWARD NEWSPAPERS

"Ad Age is a remarkably fine medium..."

says FREDERICK E. SPENCE
Executive Vice-President, International Division,
Grant Advertising, Inc.

"I am always impressed at the way our managers around the world, as keenly as those back home, look for their copies of Advertising Age. It is a remarkably fine medium for keeping people in touch with their business and with important developments and trends."

A native of England, Mr. Spence began his advertising career in the creative departments of Allied Newspapers in London. His first overseas post was with the British American Tobacco Company in India, to which he went in 1938 as an advertising executive. Then came World War II service as a Squadron Leader with the Royal Air Force—mainly in the India-Burma theatre.

Mr. Spence joined Grant Advertising in India in 1947 and started offices for the agency in Bombay and Karachi. Widespread travel followed, when, during the period between 1949 and 1952, he headed up and developed Grant operations in South Africa, Brazil and Canada. Mr. Spence assumed the post of vice-president in charge of international operations at the agency's headquarters in Chicago in 1952. As executive vice-president (since 1957), he still travels extensively. Mr. Spence's leisure-time interests include water-color painting, photography and (busman's holiday?) international affairs.

Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING

Helene Curtis Drops Best Shop, Screens Agencies

Lark Budget Gets 50% Boost; 33% Sales Gain Sought

FCC to War on Co-op Abuses, Kintner Warns

Kerr Rider Weakens Outdoor Ad Rule by U.S.

Manischewitz Hikes Budget

important to important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE NEW YORK 17, NEW YORK

ABC ABP NBP 1 Year (52 issues) $3

C&W Loosens Bay Area Pursestrings Sans Maudlin Tug at Heartstrings

SAN FRANCISCO, Oct. 27—When Cunningham & Walsh's office here undertook to create the 1959 United Bay Area Crusade as a public service, it started with two premises: (1) every human being—even the stingiest and most embittered—unconsciously believes it his duty to help those less fortunate than himself, and (2) every human being—even the most generous, etc.—unconsciously resents this.

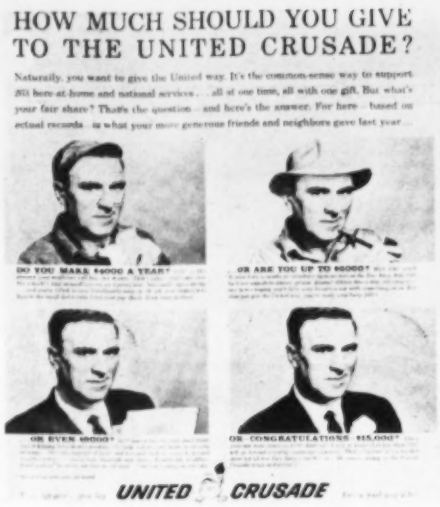
■ Admitting this may seem a cynical attitude, the agency says it believes people give mainly because of social pressure.

The agency took as its key, people's desire to conform.

However, the agency eschewed a straightforward approach "because vital as the subject of giving may be, our minds find it unpleasant. We want to escape, to have done with it. And a straightforward ad, being merely a recital of facts, offers us the perfect opportunity to do so. We yawn—and turn the page."

Then C&W considered another approach, a purely emotional one, evoking visions of unhappiness, unwanted obligations, etc., but rejected this because it offered another excuse, a way out.

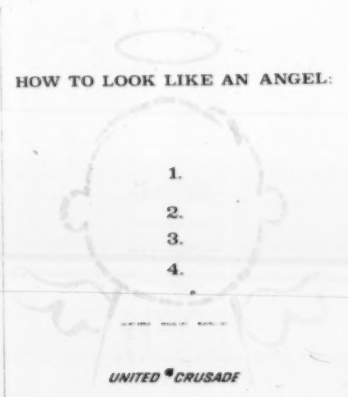
The agency decided it didn't want to apply social pressure "in a blunt, sledgehammer way." The approach it finally chose is shown in the accompanying reproduction of the ads, with comments underneath taken from the creative platform presentation to the crusade workers.



"Our first ad deals with a vital subject: How much should I give? The approach you've used in the past—the fair-share chart—makes excellent use of the social pressure theory. But this time, we've added one arresting element. We show four people, each one representative of an income group. Only they're not really four people—they're one: Bill Bendix. . . . It's a small touch . . . but we think it's important. It makes the reader do a double take. It puts him in a good mood—and it helps us sell our story. You'll note, incidentally, that the copy covers almost every important fact about the crusade. And all the way through, it never argues or begs. It quietly assumes the reader will give . . . because everybody else is giving. Our second ad leads directly into the crusade's reason for existence: The problem of endless charity appeals. But you'll note it doesn't tackle the subject in abstract boring terms. It gets the reader on its side, right from the start, by taking his point of view. And it holds him there 'til the payoff line: '. . . giving the United way makes sense to nearly a million people'."

"Ad number three is a deliberate shocker. In effect it says: 'Unless you've got a heart of stone, you'll give to the United Crusade. After all, almost everybody is giving.' It implies: 'You don't have a heart of stone. You'll do what everybody else is doing; you'll give.' Daring? Definitely. And, we think, highly effective."

"Ad number four deals with the most important subject of all. Namely, money—and why people don't give enough of it to go around. People want to get off the hook. And when we waggle our finger and say: 'You're not giving enough,' we may well help them off it. For we look too demanding, too stern, and worst of all, just plain ungrateful. That's what can happen. But we don't think it will. When we handle the subject this way, we defy anyone to get mad."



"The final ad is somewhat of a change of pace. It's what we call a 'talker,' an ad that garners a lot of word of mouth. But underneath its humor, it carries the same message: 'Most people are good people, most people give to the United Crusade. Are you a good person'?"

"These ads may startle you; they may make you pause a bit. If so, that's good. That's what they're meant to do. We know they're lighthearted . . . and even unorthodox. But underneath all their lightheartedness, all their irreverence, we think they talk plain talk. And make plain sense. What's more, we think they'll make other people pause. And think. And—bless them—reach for their pocketbooks, too."

TOPS
in
QUALITY of CIRCULATION
Covers 91.3% of stores with sales over $50,000 per year—who do 80% of all hardware business!
VITALITY and GROWTH
10% higher in paid circulation than the second book! In 5 years, 4 times the growth of the next largest-growing book.
WHY? Because these leading dealers and wholesalers say they "Depend upon it the most" . . . according to Fall, 1959, national surveys by independent Market Research Bureau.
Make your basic trade choice
HARDWARE RETAILER

The 25,000 progressive motel readers of TCJ put their prosperity back into motel expansion. Every month they build an average of 11,000 new bedrooms; spend over 5 million monthly to furnish them. Fantastic? Yes, but true . . . proved by authoritative research. This is the big "pay off" motel market for more than 300 TCJ advertisers. It can be for you, too.
THIS BEDTIME-STORY
about TCJ Motel Readers is
ALL FACT—NO FICTION!
For the motel market story get "8 Billion Dollars Ain't Hay." Ask your TCJ representative for information or write William G. Browning, Advertising Manager.
TOURIST COURT Journal
TEMPLE, TEXAS
publishing more ad lineage than any other motel magazine

Rose Marie Reid Reports Retailers are Heavy Advertisers

Rose Marie Reid, Los Angeles, which says it is leading the field in retailer advertising placed for its line, will offer the trade the largest selection of newspaper advertising mats ever available, according to Shirley McWilliams, advertising manager. The company does not have a cooperative advertising allowance.

Miss McWilliams said that in the season just ended, Rose Marie Reid brands were illustrated and advertised by name more than 4,500 times, totaling 2,046,000 lines of advertising. This had a value greater than $600,000 in space costs at national line rates, she said, according to Advertising Checking Bureau's audit of swimwear advertising done by all retailers in newspapers with paid circulation in towns of 10,000 or over. "This same audit indicates that Rose Marie Reid leads its nearest competitor by 187,000 lines," she said.

KTTV's All-Ad Show Ends; Viewers Liked It; Clearances Were 'Difficult'

(Continued from Page 3)

should be used, before the first telecast, a showing of representative spots, which took several hours, was staged for the press. The press voted for individual commercials; this vote, along with comments, was the guide for selection of commercials to be used.

■ In a summary of conclusions derived from the experiment, the station says: "The program has proved that Americans like good advertising; that the public believes advertising in every form fulfills an informational and, frequently, an entertaining function. The show disproved the criticism of advertising per se, of the quantity of ads or spots—proving it to be a blind criticism."

Further conclusions were:

1. Good advertising on tv possesses an intrinsic attraction for the audience.

2. The audience thus attracted is of high quality, adult nature, far above average education and economic well being.

3. "The force and impact of tv is so great that repetitive, over-emphatic ad copy is unnecessary and self-defeating—so great that commercials with real creative ingenuity and skill can attain results almost beyond belief."

■ Viewer reception during the telecasting of "Cavalcade of Spots" was wholly favorable, the station reports. A total of 2,047 unsolicited pieces of mail were received; an average of 37 telephone calls were received each week. None of these responses objected to the program content. Many did request the replaying of certain commercials.

Additional mail was received when, on one show, a $50 U.S. savings bond was offered in a contest. Entrants were required to answer questions involving five photos, which were shown, with no advance buildup, for three seconds each. There were 1,800 entries.

On another program, the audience was asked to participate in a "qualitative" survey of "Cavalcade of Spots" viewers. A total of 252 letters and postcards, unsigned, listed age, sex, income, education and auto make and models. Of the 252 reporting: 25% said they make more than $10,000 a year; 78% had at least one year of college, with about one-third of those possessing, or studying for, a master's or doctor's degree.

■ In ratings, the program has ranked second most of the time, among a total of seven programs, and never fell below fourth. The opposition was the leader, Lawrence Welk, three old movies, a syndicated series and a teen age program. The September Telepulse showed Welk with 13, and "Cavalcade" with a 3, which was about the average over the 13 weeks. It is pointed out that the program ran at a very poor time—6:30 p.m. Saturdays, during the summer months.

■ Over the 13 weeks, a total of 239 spots were used. These were selected from approximately 1,600 spots which were submitted by 117 agencies. Of the spots used, 55% were American and 45% foreign. Foreign spots came from France, Belgium, England, Germany, Japan, Italy and Brazil and other South American countries.

The program had its beginning last April, when Richard Moore, president of KTTV, startled his audience at the western region meeting of the Assn. of National Advertisers in Santa Barbara by saying:

"We believe the public likes good advertising. To prove the point, we are going to present a weekly half-hour series which will consist of nothing but advertising. We are hopeful the program will provide a definite answer to those who criticize the commercial content of television simply because it is commercial. . . .

"We believe the public cares only whether the material is informative, interesting and entertaining, not whether it is labeled commercial or sustaining. And we predict the program will draw a bigger audience than many shows that carry little or no commercial content. We believe America likes good advertising." #

WE EARN COMMISSIONS ONLY ON SPACE THAT IS SOLD AND COLLECTED! WE INVEST—YOU PROFIT!

Association of Publisher's Representatives
70 East 45th St.
New York 17, N.Y.
85 MEMBERS

APR

MAKE THE WRONG TURN IN SOUTH FORK, (PA.)?

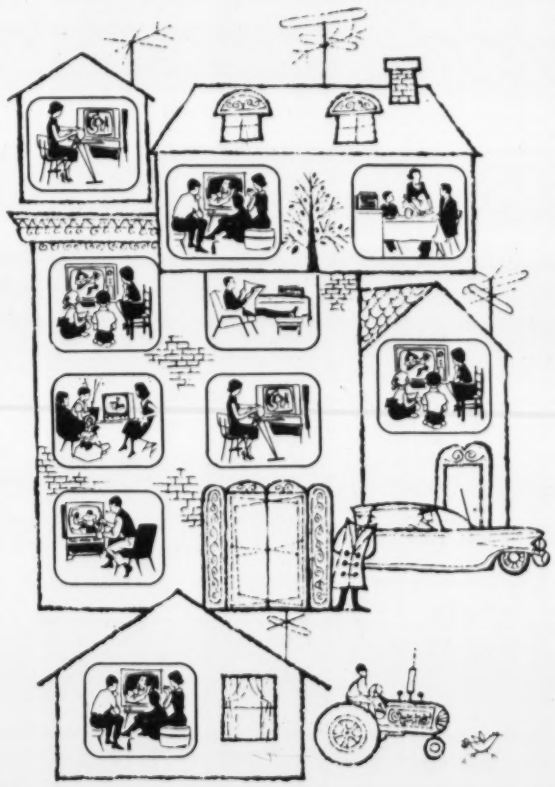
If your sales have taken a turn for the worse in South Fork, or in any of the other towns in the Johnstown, Pa., market, you'd do well to include The Tribune-Democrat in your advertising budget. Get back on the road to success in this $350,000,000 market where advertisers have been getting results for 105 years by using The Tribune-Democrat.

Write Today for Johnstown's
PERSONALITY PACK
filled with facts and maps that give character to the Johnstown market.

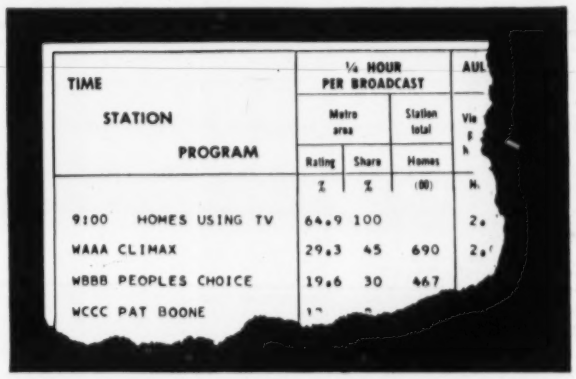
The Tribune-Democrat
JOHNSTOWN, PA.

How many homes

ARE TUNED TO STATION X...
or any of 645 other stations?



The quickest and most reliable way to obtain local audience measurements is to refer to Nielsen Station Index Reports. Here, in easy-to-use form, are the facts you need . . . the percent of homes reached by each station during each time period in each Metro or Central Area . . . and the *total number* of homes reached by each station during each time period—wherever they are.



TIME / STATION / PROGRAM	¼ HOUR PER BROADCAST			AUL
	Metro area		Station total	Via s h
	Rating	Share	Homes	
	%	%	(00)	H.
9:00 HOMES USING TV	64.9	100		2.
WAAA CLIMAX	29.3	45	690	2.
WBBB PEOPLES CHOICE	19.6	30	467	
WCCC PAT BOONE	17			

For television If it is television measurements you are seeking, NSI reports the facts for every market in the U.S. with two or more tv transmitters . . . 146 market areas . . . 231 cities. These market areas account for more than 97 percent of all tv viewing.

For radio If it is radio measurements you want, NSI reports the facts for the top 34 markets. Because of the long reach of radio stations, these "top 34" account for the bulk of U.S. radio listening.

And for other guides In addition to homes reached, Nielsen Station Index reports *people*, i.e., the number of listeners/viewers per home, divided into men, women, teenagers and children . . . data to guide you in reaching the greatest number of *buyers* with your brand messages.

Send for sample NSI Report See for yourself the wealth of information NSI Reports put at your fingertips . . . it is the only way you will understand why leading agencies, advertisers, and stations consider NSI Reports a "must" for efficient operation.

Nielsen Station Index
a service of A. C. Nielsen Company
2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

CALL . . . WIRE . . . OR WRITE TODAY FOR ALL THE FACTS

CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810

NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 5-0021

9738

Isn't it about time advertising moved up from the Three-I League?

"If you're not quite sure what you're talking about, invent a fancy name for it!"

The shrewd man who said that would have loved advertising's current Three-I League:

Impact **I**mage **I**nvolvement

The trouble is that too many people mouth the words without having the slightest idea of what they're talking about.

Isn't it about time advertising moved up from the Three-I League and brought the words to life by spelling things out? For instance:

> Get the customer's attention. Give her (or him) a clear-cut impression of the product, and make her feel it's made by honest people with good taste. Convince her that what you are saying is directed to her personally, and that what you are selling can play a useful or a pleasant part in her life.

This is what we preach. This is what we try to practice. If it seems simple, it's because it is. So is advertising that works.

We work for the following companies: Allstate Insurance Companies • American Mineral Spirits Co. • Atchison, Topeka & Santa Fe Railway Co. • Brown Shoe Company • Campbell Soup Company • Chrysler Corporation • Commonwealth Edison Company and Public Service Company • The Cracker Jack Co. • The Electric Association (Chicago) • Green Giant Company • Harris Trust and Savings Bank • The Hoover Company • Kellogg Company • The Kendall Company • The Maytag Company Motorola Inc. • Philip Morris Inc. • Chas. Pfizer & Co., Inc. • The Pillsbury Company • The Procter & Gamble Company The Pure Oil Company • The Pure Fuel Oil Company • Star-Kist Foods, Inc. • Sugar Information, Inc. • Swift & Company Tea Council of the U. S. A., Inc.

LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO • MONTREAL

Feature Section

Advertising Age

Weiss Urges a VP of Discomfort

Volkswagen Ad Hits Bell

Creative Man Likes Fashion Ad

Andy Flays a Cigaret Ad

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'It's the Over-All Impression that Counts' . . .

Avoid Visual Cliches, Over-Exaggeration, Mis-Use of Research, Art Director Baker Warns Admen

A Featured Presentation
From the Second Annual
Summer Workshop on Creativity in Advertising
Sponsored by Advertising Age

Art Director Steve Baker of Cunningham & Walsh has clearly defined ideas about what's wrong with the execution of much of today's advertising. As one might expect of an art director, he expresses those ideas largely in pictures. His ideas, which can guide you away from visual pitfalls into which he believes many of today's advertisers are falling, are summed up here in excerpts and slide illustrations from a talk by Mr. Baker at Advertising Age's 1959 Summer Workshop on Advertising Creativity.

Steve Baker

By Stephen Baker
Senior Art Director, Cunningham & Walsh, New York

Some ads look *too much* like ads. They are loaded with graphic cliches, like the ones you see here.

These devices lessen the impact of ads. The average consumer likes to *buy* things; but he (or she) does not particularly like the idea of being *sold*. Graphic

There are HUNDREDS of type faces available WHY not USE THEM
It will stand out in REVERSE
Headline GOING UP!
Let's have a big, big LOOK

cliches serve as reminders to our audience that they are looking at ads.

We become accustomed to relying on these mechanics; it puts us in a mood of professionalism. However, I believe it's possible to design layouts without the aid of these mechanical devices. I suspect the public is growing tired of surprints, headlines going up hill, outsized logotypes, haphazard typography and amoeba-shaped halftones. They became too much a part of Madison Ave. language.

Too often, advertising pictures are overstated. The habit of exaggeration stems from anxiety to get the point across. Here is a photograph of a foursome on a golf course; one of the players' putts is about to drop into the hole. Now, I know that few moments in life are as important as this one, but I still think this picture suffers from an overdose of a good thing.

There is mass hysteria here. The man on the left seems unable to stand the tension any longer and has sat down on the turf. The player next to him is ready to collapse, and the happy fellow with the cap is up on his toes about to start a pirouette on the green. The man whose ball is about to roll into the cup appears to be a sure candidate for a heart attack. The same story could have been told in a more restrained, believable manner.

Straight story: Lucky gives you the full, honest taste of rich, fine tobacco. It's a taste that nothing in this man's (and woman's) world can beat. Get the genuine article . . .
Get the honest taste of a LUCKY STRIKE

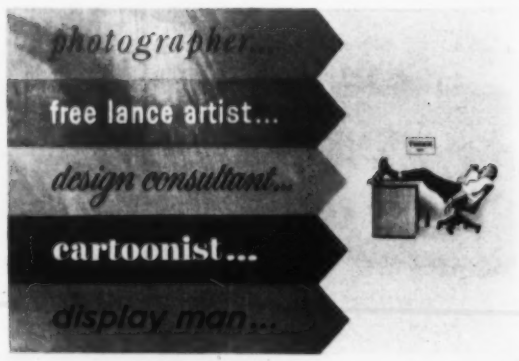
Here's an outstanding example of honest photography. The people do not look like models; they look like people. They seem to be more pre-occupied by whatever they are doing than by the camera. Two of the men are smiling, but, lo and behold!, the woman is fairly serious. This fact alone, in my opinion, makes this picture a rarity. At last, here is a model that is not laughing. For some inscrutable reason, almost everyone who appears in advertising illustrations is laughing. The women who open refrigerator doors practically double up with mirth. Now, what's so funny about opening refrigerator doors?

Photographic poses can become cliches, too. The legs-astraddle stance in fashion photography is used constantly, and now the model-in-motion blur that started with Avedon's experiments is turning into a trite concept. Girls sitting beside swimming pools usually fall into the poses shown here. I can't imagine why; this is a very uncomfortable way to sit. These three small space ads appeared only a few inches apart on the page in one of the Sunday newspapers. You could hardly tell them apart.

Stilted posing, frozen expressions that reek of phoniness, are not always the fault of the photographer. Spontaneity can be achieved only under relaxed conditions. Sometimes photographers get too much guidance from too many people. Set up a shooting in a studio and—especially if the model happens to be a pretty girl—everyone from assistant art director to

account executive and client will make an appearance. All are willing to help, telling the model to do this or that, arranging her legs and other parts of her body to get "just the right feeling in the picture." No wonder the results are sometimes far from satisfactory.

You get the most out of your photographer by giving him maximum freedom. Let him pick the models, props, and if he has a suggestion on how to improve the composition, don't make him stick to the layout if he doesn't have to. Here's an example of how the *New York Daily News* posters were handled. The photographer received a small, loose sketch, shown at left, giving him plenty of opportunity to make contributions.



Too many art directors are trying to do everything with their own two hands; they identify closely with their work and don't like to share responsibilities with anybody else.

This is fallacious thinking. No art director can be photographer, designer, illustrator, cartoonist, display specialist, and whatever all by himself. He is a genius, of course, but you can't expect him to be a dozen geniuses. He shouldn't expect this from himself, and his company should not hire him for this purpose. An art director's main function is to supply creative ideas; his paycheck should be based primarily on the quality of creative judgment he displays. He should know when to ask for help and unerringly find the best man to do the job. He should be a thinking man as well as a do-er. This is how some of the best advertising campaigns are created.

Harmonious working relationships between writers and artists may seem like an impossible circumstance but, really, such things do exist. Actually, few people in an advertising agency have as much in common as copywriters and art directors. Both have identical goals: to create good advertising. Both are creative and display more or less the same kind of neurotic tendencies. There should be plenty of rapport between these two advertising specimens.

The secret of making friends and influencing art directors is simply this: understand what he *can* do for you and what he *cannot*. Art directors do have picture ideas and sometimes their visuals have just as much merit as a copywriter's. Copywriters: please don't take to drink just because your art director changes your picture concept once in a while. After all, this is his job. Don't withhold information from your artist pal. Explain the problem to him. He may or may not read your copy (some art directors, in spite of popular opinion, *can* read) but supply him with all the facts. Don't expect him to invent ideas from a vacuum—if he does, they will probably be all wrong.

Shown here are copywriters' roughs and the evolutionary process they went through on the art director's board. As you can see, basic concepts remained the same, but picture concepts changed. The art director made a contribution. The copywriter was wise enough to accept it.

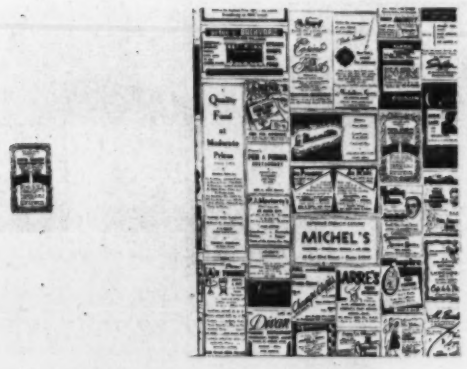
While we're on the subject of dealing with other people, let's say a few words about research. Spontaneity is becoming a lost art in advertising, and research is partly to blame. It's impossible to do a sound job without information, but don't confuse information with ideas. Research men are usually more articulate than art directors and can out-talk the man behind the board two to one, but don't let words fool you. Instinct is still one of the greatest assets an advertising man can have. Some have it, some haven't got it. It's possible to prove a man wrong with the aid of charts, but in the end he still may be right.

There are many areas where research helps the art director. More often than not, research substantiates what the art director—relying on his "artistic intuition," the thing that is suspect by those who believe only in "facts"—sensed all along. Here's an example—the Gestalt philosophy, or "seeing things as a whole." Readers see not only part of an ad but also the total

page. Look at this slide. An excellent illustration of good photography, well-conceived lettering. And yet . . .

. . . what happens when all the pieces have been put together. This isn't a bad ad, but it could have been better. The *over-all impression* is poor. The ad has no beginning and no end, the reader is not led anywhere. He may easily lose his way among the haphazard array of elements, become discouraged and, finally, turn the page.

An ad in a publication, it seems to me, is much like a person being introduced. We get an impression of the other person's total personality within a few seconds—although we may not notice the color of his eyes, the pattern of his necktie, the polish on his shoes. Advertisements have a way of exuding "personality" and, I suspect, readers tend to associate the personality of an advertisement with those who paid for it.



Gestalt philosophy becomes especially important when designing small space ads. So often, our concoctions look good centered on a nice white sheet of paper, surrounded by blank space. Now, look at the same ad on the page where it will ultimately appear, among a sea of competitive ads. It will become a needle in the haystack. Layouts must always be visualized in their eventual context, not on a sketching pad or on the wall of a conference room.

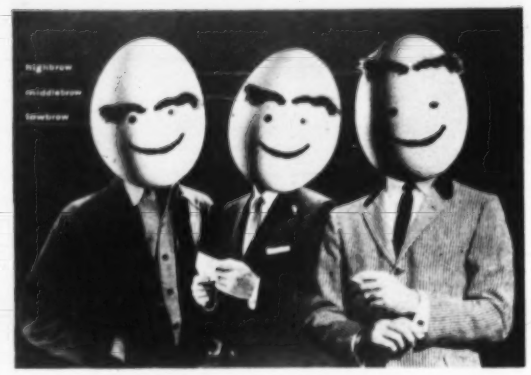
The same holds for packages. Don't ever look at a package design on the desk top, standing there all by itself. Imagine it in the fierce competition on store

...and, night after night, the Herald-Express sails into more homes than any other evening paper in the West. Better make sure your advertising message gets aboard!

Largest evening circulation in the West's biggest and best market!
Represented nationally by Moloney, Regan & Schmitt, Inc.

LOS ANGELES HERALD-EXPRESS

shelves. You will find that some of the subtle details —like the size of a dot over an "i"—will suddenly seem to become less important. It's the over-all impression that counts.



Most advertising is created to appeal to the so-called "average man." This makes sense; the mass market consists of average men. The time has come, however, when we must take another look at our friend on the street. He isn't the same man we knew only ten years ago.

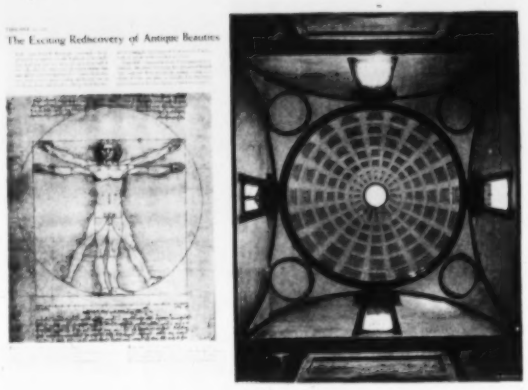
We take it for granted that the average American is an ardent, inflexible low-brow. Of course, quite a few are. But, times are changing, and advertising appeals must keep up with the changing American temper.

This country is going through the greatest—and most speedy—intellectual rennaissance ever experienced in the history of nations. The Greeks were intellectual pikers by comparison. The number of persons aged 5 to 24 who are attending school has doubled in the last two decades. So have the number of college graduates. And, it is estimated that ten years from now there will be over 10,000,000 college graduates in this country.

We're growing up. The so-called "middle class" is getting larger and richer, with plenty of time on its hands. It seems that a great many Americans keep busy during their off-hours. Not all this time is spent in intellectual pursuit, of course (thank heaven), but part of this after-hours time is dedicated to mental self-improvement. More people go to museums than to baseball games. Inexpensive paper-bound books have opened new vistas to the reading public. Foreign travel has increased 300% in the past ten years. All this makes for deeper knowledge, better taste. It is quite possible that today's low-brow is an egg-head by yesterday's standards.

The argument that advertisers must not talk the kind of language that is "over the head" of the average man has much validity, of course. Little is to be gained by telling a story that costs several thousands to an audience which doesn't understand it. But—let me repeat—our audience isn't what it used to be.

It seems magazine editors are more aware of this



than advertisers. Both the choice of subject matter and method of presentation show that the magazine art director has no intention of putting himself into a creative straitjacket for the sake of a moronic audience. In today's magazines you see pages on subjects like ballet, the theater, new publishing ventures, high fashion, fine art, new techniques in home decoration. These stories are dished up for the public in the best of taste. The photography and illustrations are superb. Research shows that these presentations are well received.

The advertisers' cry, "But *we* are talking to the masses," sounds unconvincing to me. Mass magazines like *Life*, after all, pack their pages with handsome pictures and sophisticated topics. Only inches away are the advertisers' messages talking to the *same audience*. Why address the same men and women in different languages? #

Learning from Retail Ads . . .

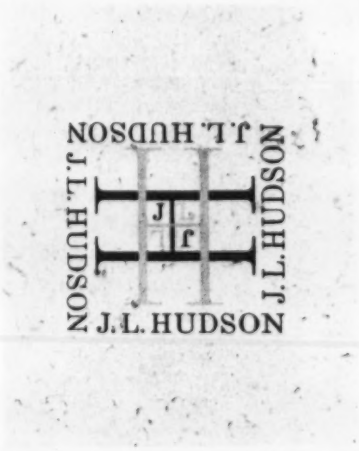
The Book that Does 'Greatness' Justice

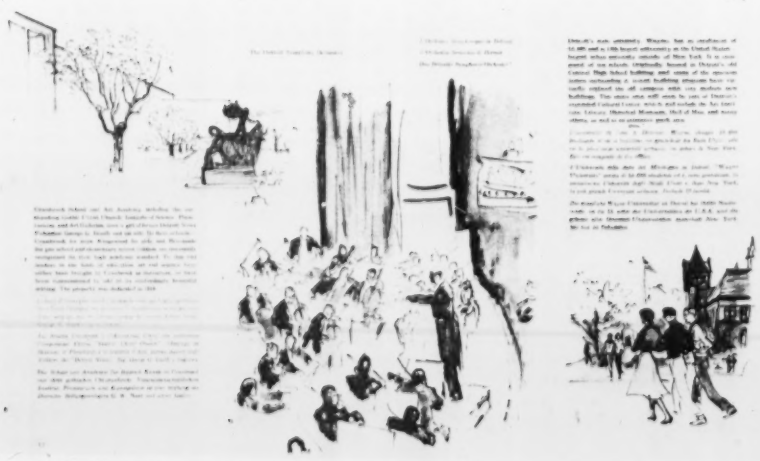
By Clyde Bedell

I believe Hudson's in Detroit to be one of the finest department stores in the world in a good many ways. They have been in the forefront of progressive developments for many years. When price lining was new, Hudson's were among the first to experiment knowingly and to apprise the business world of the improvements in turnover and departmental performance as a result.

In the mid-thirties, the "reservoir concept" of accounting was advanced by Hudson's, with expenses incurred by management separated from those incurred by departmental people. The departments made a "contribution" to the store's total reservoir of gross profit, unimpaired by expenses over which the departments had no control.

Northland has been a bellwether suburban or branch development although not one of the earliest of branch stores. These are items I have happened to personally know about. There are many others.





■ Hudson's chose to meet discount house competition head on. They did. Successfully. While other merchants temporized and sought ways to lick discount houses obliquely, and while they tried to hold on to their fat appliance margins—Hudson's went into the ring swinging. And they won.

Hudson's buys all over the world, as do many stores, especially the large voluntary groups. How does such a store get its story across to the men and women in foreign lands who make things for them, and who meet the store's buyers in distant markets?

Hudson's came up with a magnificent book not long ago, as refined and sophisticated in its format and execution as another (which I saw a few years ago, to serve the same purpose) was gauche and vulgar.

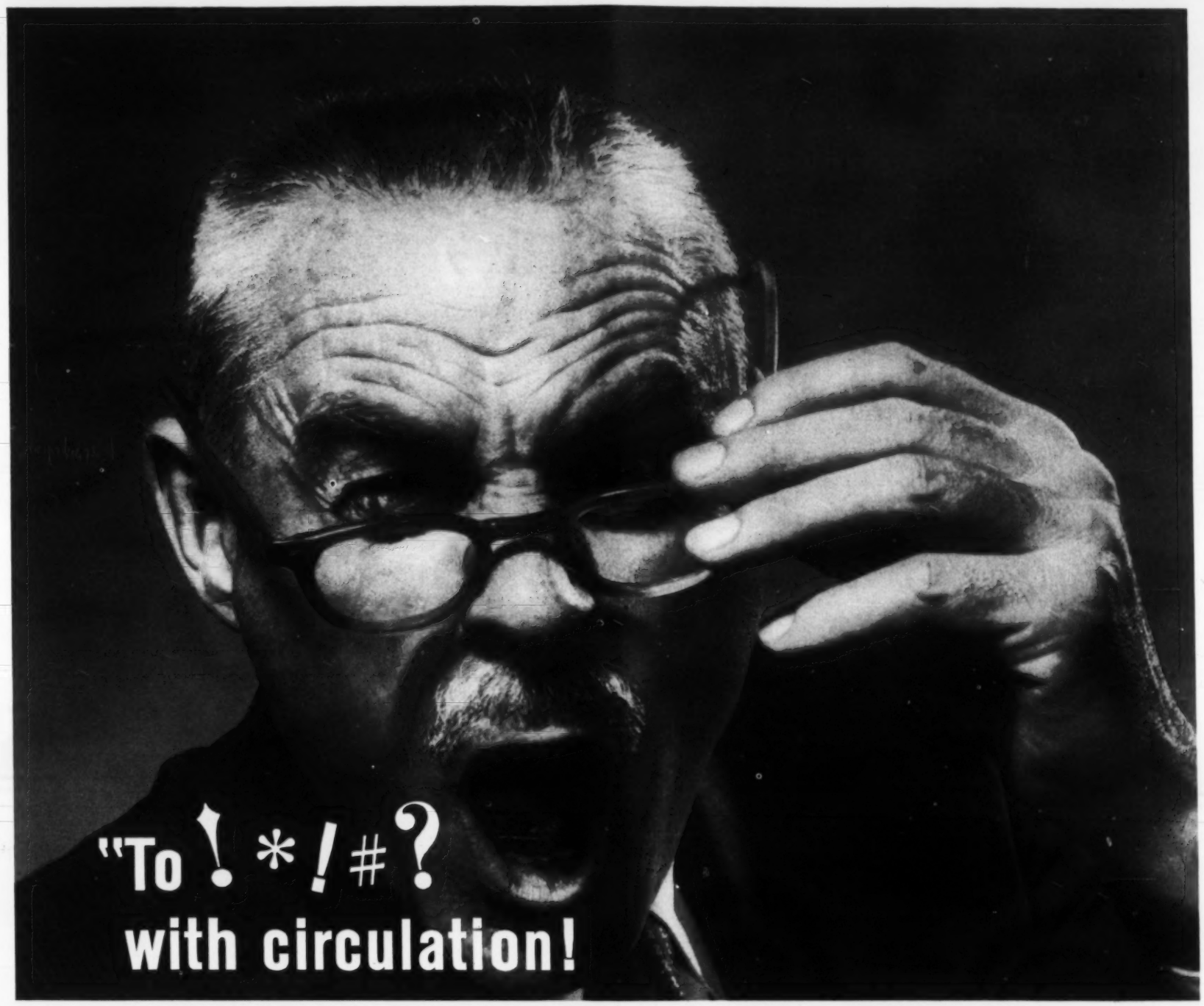
■ The cover, illustrated above, 8¼x10½", was printed in red, blue, and black. Inside the text was in English, French, Italian and German, each language printed in the same color throughout—and all the colors, soft and dusty. Illustrations throughout by René Bouché in his masterful, loose handling.

The story is told of Detroit, the city—its people—and then the store. The two spreads are from sections of the book on the city, and on the store and its personnel.

If any department store has ever done a better job with such a book for such a purpose, I have never seen it. I would like to see anything of the kind that is in a class with this thoroughly professional job.

■ I think I like it too, for the reason that —whereas the store spent money with utter abandon to get precisely the effect they wanted here—when it comes to selling merchandise in their day-in-day-out millions-consuming advertising, they play their cards close to their belts with complete disregard for the wasteful and skim-milk selling habits of most of their great American contemporaries.

I do not mean they are stingy with space, or in backing up good ideas. I mean that what they spend their newspaper advertising money for, they plan to get—and they knowingly create their advertising to get it. #



I want to know the readeration"

The man knows that circulation can only take a magazine to a purchasing agent's office. It's what happens after it gets there that counts.

Advertisers and ad agencies have put much time and effort into finding out what happens when a magazine like PURCHASING reaches the desks of industrial buyers.

One approach, editorial analysis, evaluates publications in terms of their helpfulness and usefulness to readers. On this score PURCHASING Magazine is tops.

Another approach measures the amount of time purchasing agents spend with an average issue. Independent studies show that PURCHASING Magazine outstrips its field by far.

A third technique is based on reader preference studies. We never make these studies ourselves. But PURCHASING Magazine comes out on top in every independent survey we've ever heard about, and we've seen a lot of them. Even surveys that include executives other than purchasing agents show that PURCHASING ranks at or near the top among *all* business publications.

If you're looking for "readeration" that sparks reader-action from your advertising, look over the evidence. Our nearest representative has it ready for you.

PURCHASING MAGAZINE BPA NBP

A CONOVER-MAST PUBLICATION

the news and methods magazine for industrial buyers

205 East 42nd Street, New York 17, New York

The Peeled Eye Department . . .

After the Agency's Fired

By Dick Neff

Ad-ecdote Department

(Note: $25 will be paid to the writer of the best advertising anecdote mailed to the Peeled Eye by Dec. 31st. All entries will remain the property of the Peeled Eye. If two or more people send in the same story, best phrasing will win.)

Dick Neff

A long time ago, Sid Olson passed along a great story for our "to be used later" file. (We were afraid the agency in question, which had just lost a big account, would be too readily identified just then.)

Since then, however, a lot of other agencies have lost a lot of other big accounts. Meanwhile, the agency in question has bounced back just fine.

■ So here goes.

A multi-million dollar account had just fired its advertising agency and it was quite a shock.

The directors were all assembled. The air was thick with crepe.

"Well, let's see," said the head man, looking around the room at his shattered forces and trying to figure out how to reorganize. "I think you ought to be exec vp, you the such-and-such, you the whatsis, and *you* . . ." (pointing to one of the most abject-looking members of the group) ". . . *you* be treasurer."

As he continued with his plans for salvaging something from the ruins, the new treasurer looked with hollow eyes at a fellow director and muttered in sepulchral tones: "I feel like I've just been made purser of the Titanic."

Overheard at the Water Cooler:

"She's so dumb, when we shot that shortcake commercial, she tried to wash those little hairs off the strawberries."

The Penalty of Readership

Our column-neighbor, Jim Woolf, recently called attention to Renault's fresh-looking advertising and expressed the hope, no doubt shared by Renault, that

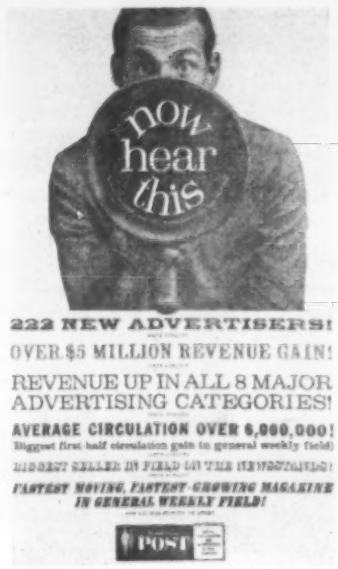
L'ECONOMIE: get up to 40 mpg; go on a week-end trip on one tankful of gas; use the savings to buy things you've been putting off!
LA MANEUVRABILITE
RENAULT Dauphine

there wouldn't be a lot of other advertisers using the same technique.

Well, here they come.

The first to come to our attention was a direct-mail piece headlined "SEPARATENESS," announcing the formation of a company " 'to develop standards of Individuality, Non-Conformism, Originality and to maintain the Creative Flexibility needed in today's Sales Promotions' (WORDS THAT SHOULD BE CARVED IN STONE)."

Then Hugh Seyfarth, an old schoolmate now at Donnelley & Sons in Chicago, was kind enough to send us two more—one by


now hear this
222 NEW ADVERTISERS!
OVER $5 MILLION REVENUE GAIN!
REVENUE UP IN ALL 8 MAJOR ADVERTISING CATEGORIES!
AVERAGE CIRCULATION OVER 6,000,000!
FASTEST MOVING, FASTEST-GROWING MAGAZINE IN GENERAL WEEKLY FIELD!
POST

The Saturday Evening Post and one by Swissair. The trend suits him fine, though, as it's bringing "new life to typographers."

Next?

BIG (like large) AUTUMN SALE
SWISSAIR SUISSE SAVE TOURS
BARGAINS GALORE!
STARTING OCTOBER 15, IT'S FAMILY-FARE TIME AT SWISSAIR! SAVE FROM $150 TO $300
IT'S MORE FUN THAT WAY!
NO EXTRA COST!
FREE! SWISS-CARE ALL THE WAY!
With me could go with you, but me have to mind the store!
SALE!
SALE!
SALE!
SALE!
SWISSCARE
SWISSAIR
GO NOW! HAVE FUN! PAY LATER!

Long, Tall Promises Department

"NEVER BE EMBARRASSED AGAIN" says the *New York Daily News* in its circulation campaign in the *New York Herald Tribune* . . . "Read *Correct Thing* by Elinor Ames to keep in touch with manners for moderns."

And in another recent ad it makes another pretty high-altitude promise:

"DON'T CRY YOURSELF TO SLEEP, NIGHT AFTER NIGHT

"Many a man has started out by saying 'I love you.' Some women spend thousands of dollars on clothes to get this result. You can do it for just pennies. Read *Patterns* in the *News* every day. And just send 25¢ for each of the lovely, exciting dresses that catch your eye. Get the newspaper that wants you to catch his heart—the DAILY NEWS!"

Our final *Daily News* quotation for today is as follows: On page two of the sports section of the *Herald Tribune* the day after the finish of the World Series, Chuck Dressen, Dodger coach, was shown brandishing his fist at umpire Ed Hurley, after the latter had ordered him from the park for heckling.

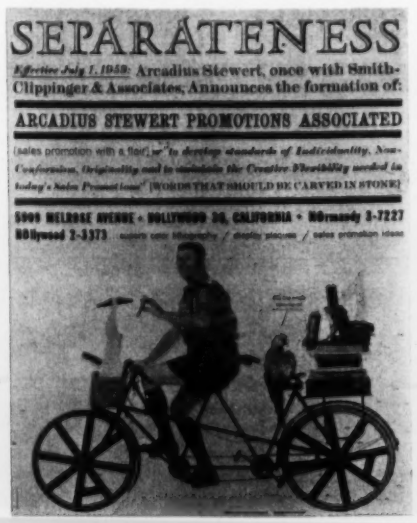
On page three, opposite, the New York *Daily News* ran an ad with the headline "Want to show up that loudmouth?"

Ironic timing

On the morning the newspapers were full of headlines about Charles Van Doren having been subpoenaed, we noticed a public service ad by the Advertising Council on subways with a picture of a teen-age student and the following copy:

WHEN HE'S READY FOR COLLEGE, WHO WILL TEACH HIM?

"Low salaries are driving gifted teachers into other fields of work . . ." #


SEPARATENESS
Effective July 1, 1959: Arcadius Stewert, once with Smith-Clippinger & Associates, Announces the formation of:
ARCADIUS STEWERT PROMOTIONS ASSOCIATED
(sales promotion with a flair) "to develop standards of Individuality, Non-Conformism, Originality and to maintain the Creative Flexibility needed in today's Sales Promotions" (WORDS THAT SHOULD BE CARVED IN STONE)
5909 MELROSE AVENUE • HOLLYWOOD 38, CALIFORNIA • HOrmsby 2-7227
HOllywood 2-3373

Employe Communications . . .

Public Relations Looks at Itself

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

The twelfth national confab of the Public Relations Society of America is to be held at the Fontainebleau in Miami Beach on Nov. 4-6. The caliber of the commentators and the profundity of the topics suggest that public relations as a craft continues to try to improve itself. It ought to be a good conference.

Considerable of the current issue of the society's official log, *Public Relations Journal*, is properly devoted to the upcoming powwow. Nothing, however, set the pace for such a meeting so suitably as a guest editorial in the front of the magazine, written by Ward B. Stevenson. Mr. Stevenson, who is president of General Public Relations, New York, is a skilled and realistic practitioner in the arts of persuasion, and when he sets forth what he calls a "new code of standards," publicists are disposed to read.

■ Author Stevenson soberly prefaces his recommended standards with this remark: "Means must be found to distinguish the honest-to-goodness public relations person from the hundreds of press agents, political hacks and other flotsam who call themselves public relations people." He thereupon poses some soul-searching questions, designed to separate the men from the boys. And the questions he poses should be faced and answered by anyone in the broad field of communication—internal or external. Chew over these Stevensonisms:

• "Have some of us occasionally confused creativeness with cleverness?

• "Have we sometimes taken the expedient course instead of the right course and rationalized the whole thing on the basis that 'that's what the boss wanted?'

• "Have we always been as sure of our facts as we are proud of our style?

• "In our efforts to grow and succeed, have we made promises we couldn't be reasonably sure to keep?

• "Have we been trying to get along on *whom* we know rather than *what* we know?

• "Have we fully understood that our greatest security lies in building a record of solid accomplishment and not in fussing about status and prestige?

• "In short, how much fuel have we been adding to the fires that are burning us?"

■ Mr. Stevenson notes that the society's committee on standards of professional practice will propose a new and stronger code this fall for the public relations craft. In two parts, the first part will be "an affirmative statement of what the practice of public relations is." The second will spell out specific unethical practices. Mr. Stevenson notes that this will be "an enforceable code (but) whether it will be enforced will depend on the individual responsibility and courage of its members."

The procedure could right some wrongs. Under the existing codeless system, any pitch man can put up his shingle and call himself a public relations expert. He can degrade the profession from the moment he starts in business, and none can legally stop him.

Meanwhile the mudslingers keep themselves occupied with smearing an entire profession, a profession that actually is striving commendably to cleanse itself of some of its own impurities. #

On the Merchandising Front . . .

Needed: a VP in Charge of Discomfort

By E. B. Weiss

In weather reporting we now have the Discomfort Index; in merchandising many manufacturers could use a vp in Charge of Customer Discomfort.

The role of this executive would include a constant prowl for any and every feature of each item in the line that fails to provide the utmost in ease and comfort for the customer. Then, having found an item that obviously falls short of providing the maximum in customer comfort, the VP in Charge of Customer Discomfort would proceed to set in motion a program designed to correct the failing.

E. B. Weiss

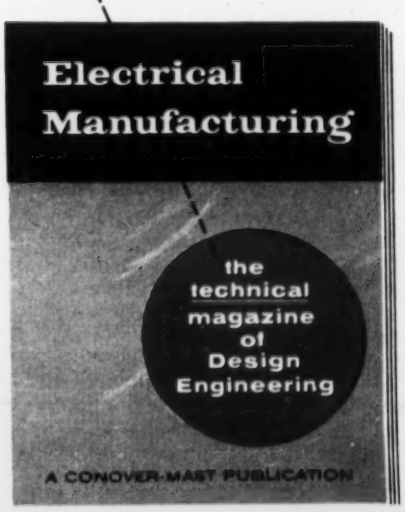
If our giant automobile manufacturers had had a Veep in Charge of Customer Discomfort they would have known much sooner that the wrap-around windshield was making the getting in and out of cars a mighty uncomfortable procedure—just to cite a single example of many that could be listed in connection with that modern miracle of discomfort, the American automobile. (After 50 years of auto making, Detroit has just begun to learn that glossy dashboards cause a reflection that drivers find extremely uncomfortable.)

■ Of course, if our manufacturers paid the attention to incoming customer gripes that their predecessors did, a VP in Charge of Customer Discomfort might not be required. But the very fact that the complaining customer tends to be considered today by so many manufacturers as a hybrid between a total lunatic

○ WORK-TOOL
of Decision Makers in Design Engineering

A design engineer trying to keep up with advancing technologies has no time for the trite and superficial. But give him information that helps him solve problems and there's no limit to the hours he'll devote to it. Through its unique editorial concept that weds scientific principles and engineering practice, ELECTRICAL MANUFACTURING has built an intensity of readership rarely, if ever, achieved in technical publishing. The six *best read* articles published in '59 averaged *22 pages* in length. And readers report spending up to *12 hours* with a single issue!

● No wonder ELECTRICAL MANUFACTURING gets more mileage for advertising aimed at the decision makers in design engineering.



and a damn nuisance points up the need for a capable executive able, willing and empowered to root out customer complaints and see to it that the product is appropriately improved.

In general, it would be correct to say that the human problems of the customer currently receive amazingly little attention in product concept and in product improvement programs. When this is done, then we get such neat little product ideas as the Sessions Love-Alarm, which awakens only one of the sleeping pair.

■ It has been said that this is the era of the scientist in industry—and therefore in merchandising. This is entirely true. But the tendency has been for the scientists to be weighted perhaps too heavily with the varying engineering sciences. Too seldom, for example, is the physiologist employed in product design and product improvement programs. Yet it is this scientist who is required if customer discomfort is to get adequate attention.

However, even if and when the physiologist plays more of a role in product concept and improvement, the customer will not be properly considered unless a top-ranking executive is empowered to back up physiological findings with decisive action. I make this point because the Big Three in Detroit certainly employ physiologists—but obviously the findings of these scientists were blithely ignored.

In general, it has been my observation over the years that there are fewer surer routes to market broadening than the route that starts with the discovery of, and then the alleviation of, a customer discomfort. I learned that lesson so many, many years ago when Ivory soap was made to float—one of the great contributions to comfort in the bath tub in an age when the shower was practically unknown. #

Why are people buying Volkswagens faster than they can be made?
Here are some of the reasons:
(1) Air-cooled engine can't freeze or overheat
The VW engine is in the back. Unusual? One auto expert considers this the least unorthodox feature of the Volkswagen. To begin with, it is air-cooled, an astonishing advantage when you think of it. No water to boil over in summer, or freeze in winter. No anti-freeze needed. No radiator problems.
The engine is ingeniously cast of aluminum and magnesium alloys, and is very light and
powerful, the toughest 198 lbs. going. It is beautifully machined for minimum friction; you will probably never need oil between changes. A rear engine, of course, means direct power to the wheels. It is the most economical design (no heavy, power-consuming drive shaft), and so efficient that top and cruising speeds are the same. Your VW runs at 70 mph all day without strain. As for endurance, we hear from VW owners who are still going strong at over 100,000 miles.
(2) Good control in ice and snow
The engine in the back gives superior traction to the rear wheels. In mud, sand, ice, snow, where other cars skid, you go.
Naturally, with the engine in the rear, you feel the difference at the wheel of a VW. The car is sure and responsive.
(3) Torsion-bar suspension holds the road
We read with interest the recent advertisement of a major automotive firm regarding its new torsion-bar ride. It heralded torsion-bar suspension as a great engineering achievement – available up to now in many $10,000 to $15,000 sports car imports.
All true – with one omission. Volkswagen introduced torsion-bar springs with individual wheel suspension. It gives uncanny control over rough roads (no bump-bump-bump), eliminates swing and sway on curves and needn't cost $10,000 to $15,000. Only $1675.*
(4) Doesn't go out of style
Do the two cars below look the same? Actually there are 80 changes in the '59 VW, for Volkswagen is changing continually. But they are not changes you merely see.
We have never believed in changing a car to make it obsolete, only to make it better.
(1958)
(1959)
In '59, for example, we put 3 automatic magnets in the oil drain plugs for purer filtering. Steel springs were added to the clutch plate to make shifting even smoother. The VW has changed completely over the past ten years, but not its heart or face. (Frankly, we couldn't change its looks if we wanted to. We gave the problem to a great Italian body designer. He studied and studied and said, "Enlarge the rear window." We did.)
(5) The meaning of craftsmanship
At Wolfsburg, at the Volkswagen factory, VWs are rejected every day because of surface scratches that are invisible to the naked eye. It stems from craftsmanship that does things business sense might consider unnecessary. The VW has more color than it needs: three coats of lacquer. The car is not merely sprayed. It is first submerged in paint, bathed until a coat builds up on inner surfaces that spraying cannot reach. It is a shield against corrosion. (A few of the most expensive cars are also painted this way.)
The VW has such close tolerances, it is airtight; you open a window to shut the door. So tight, it floats. Try that on your present car.
There are more than 3000 men at Wolfsburg to inspect VWs at each stage of production. (2500 VWs are produced daily; there are more inspectors than cars.)
(6) 32 mpg and fun to drive
At 50 miles an hour you get an honest 32 miles a gallon – regular gas. (Most mileage claims are based on economy runs by professionals. Under those conditions, you could get close to 50 mpg with Volkswagen. But 32 is a more accurate average for every day.)
It is a very easy car to handle. Women who shy away from the old-fashioned stick shift are surprised at how Volkswagen floats from gear to gear. One critic considers the VW shift almost unparalleled in smoothness.
The car is agile in traffic and parks where other cars can't fit. It is 4 feet shorter than conventional cars. It holds 5 adults (there is actually longer leg room in front than in big cars) and a surprising amount of luggage.
Above all, if you like driving, the VW gives you a sense of personal control and pleasure that is almost lost in this push-button era.
(7) Service is fast, economical
Dr. Ferdinand Porsche, the automotive genius, designed the Volkswagen to hold up. It needs less service on the average than other cars and costs are small. A new front fender is $21.75.* A new cylinder head $19.95.* The car is so well-conceived, its engine can be removed and replaced in 90 minutes.
VW service is available in all 50 states, Canada and Mexico. All technicians are factory-trained. If you could tell how old a VW was by looking at it, you'd find vintage VW's still rolling along, good as new.
(8) The price of a VW is $1675.* complete
White walls and radio are optional and so is a side mirror. We can't think of anything else you might want that the VW doesn't deliver at $1675.*
It is an honest car, and we think it the best car for your money in the world. Millionaires drive it, so do college kids and working people. Choose the sedan, sedan with sliding sun-roof, $1765.* or convertible, $2175.* (Good to know a used VW sells for almost as much as a new one). Your phone book lists your authorized VW dealers. Nice people all.
In 1948, we produced 19,244 VWs. In 1958, 553,399. This year, the total will be higher. Why are people buying Volkswagens faster than they can be made? Now you know.
© 1959 VOLKSWAGEN
*Suggested retail price, West Coast, P.O.E.

Salesense in Advertising . . .

This Ad I Like

By James D. Woolf
Creative Consultant

My hat is off to the copywriter who produced the Volkswagen page shown here. I like it for several reasons:

1. The copy is highly informative, fact-packed. Example: "The engine is ingeniously cast of aluminum and magnesium alloys, and is very light and powerful, the toughest 198 lbs. going. It is beautifully machined for minimum friction; you will probably never need oil between changes. A rear engine, of course, means direct power to the wheels. It is the most economical design (no heavy, power-consuming drive shaft), and so efficient that top and cruising speeds are the same. Your VW runs at 70 mph all day without strain. As for endurance, we hear from VW owners who are still going strong at over 100,000 miles."

James D. Woolf

2. The obvious assumption of the copywriter that his readers are intelligent, sensible adults.

3. Complete credibility; no exaggeration; no outrageous superlatives; no bombast; no mumbo jumbo. No high pressure.

4. Price clearly stated: "White walls and radio are optional and so is a side mirror. We can't think of anything else you might want that the VW doesn't deliver at $1,675."

■ The copy signs off as follows: "In 1948, we produced 19,244 VWs. In 1958, 553,399. This year, the total will be higher. Why are people buying Volkswagens faster than they can be made? Now you know." Look up this ad and read all of the copy. You'll be impressed. #

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available for five days' approval.

The Creative Man's Corner . . .

A Salute, Not an Insult

NEWS
our hand-detailed exclusives from Hong Kong
the white silk shirt – 12.95
the grey flannel shirt – 14.95
One look at our superb shirt and shirt will explain why world travelers stop off at Hong Kong for magnificent tailoring at minute prices. Both classics are so finely finished you could almost wear them inside out!
The pure silk shirt, for example, has a convertible collar that lies as beautifully open or closed. Note the handmade buttonholes, and smooth inside seams. We love the cuffs with their angled placketts and four-stitched edge.
The fine wool flannel skirt is tailored like a custom-made garment—not a raw edge in sight. Both the wide seams and the hand-stitched hem are completely bound. The full lining of pure silk is stitched by hand, too, so that it hangs perfectly. Both in 8-20 sizes. Sportswear Collections, Third Floor.

Ever since a knowing colleague at journalism school told us that "real newspaper men always start at the back of the paper and read toward the front" we have religiously approached our *New York Times* in this manner.

Consequently, the fact that this Saks Fifth Ave. ad was on the right hand page didn't have a great deal to do with our noticing it. Neither did the fashionably illegible script headline.

Somehow or other our eye wandered past the litter at the top of the ad and encountered the copy. It was an encounter worth recording in these days when so much advertising copy consists of the bland leading the bland from one polished mediocrity to another.

In case the fine print is too much for your bi-focals, the headline says:

"Our hand-detailed exclusives from Hong Kong
the white silk shirt—12.95
the grey flannel skirt—14.95"

Here are a few snatches from the copy: "One look at our superb skirt and shirt will explain why world travelers stop off at Hong Kong for magnificent tailoring at minute prices. Both classics are so finely finished you could almost wear them inside out! The pure silk shirt, for example has a convertible collar that lies as beautifully open or closed. Note the handmade buttonholes and smooth inside seams. . . The fine wool flannel skirt is tailored like a custom-made garment—not a raw edge in sight. . . The full lining of pure silk is stitched by hand, too, so that it hangs perfectly."

The ad concludes with the pertinent information: "Both in 8-20 sizes. Sportswear Collections, Third Floor."

Whoever wrote this knows what he (or she?) is talking about, and seems interested in selling it. The appeal to the snob in all of us is handled so subtly that it salutes our intelligence rather than insulting it. The tone of voice is in quiet good taste and the text is packed with specifics that say "quality" without once using that broken crutch of a word.

This is the kind of writing that the slick boys in the business will never understand. But we bet their wives will! #

TENSE, ANYONE?

There's so much bad news in newspapers these days that it's a little trying on the nerves to get it all repeated on the radio, on television, everywhere you turn.

As a tonic, we prescribe The Saturday Evening Post. You can escape into the world of good fiction in the Post. You can laugh at human foibles with our cartoonists and humorists. You can visit a celebrity whose views are more earthy than earth-shaking. You can let your thoughts soar with an "Adventure of the Mind" article. You can learn how to make a soufflé . . . and how to fight rising auto-insurance costs . . . and who's who in sports . . . and what's what on the stock market.

We report the news, too, of course. But our reporters, not pressured by deadlines, go beyond the headlines. You get the full story — and then some — of labor rackets, missile races, Berlin, Algeria, De Gaulle, Nasser, as no other medium can (or does) report them.

We think our editorial balance helps Post readers keep theirs. We think, too, that it sparks natural circulation growth. Fact is, in paid-for, hard-money circulation (no arrears), the Post is the number one general weekly! (Check your ABC and see!*)

* ABC Publishers' Statements, June 30, 1959

A CURTIS MAGAZINE

The Saturday Evening **POST**

Sell the Post-Influentials ...with HI-FREQUENCY Ad Page Exposure!

Tips for the Production Man . . .

Carry Me Back . . .

By Kenneth B. Butler

Yesterday wasn't really so very much fun when it was here. Of course, at that time it wasn't Yesterday; it was Today, and that makes all the difference in the world. For once Today becomes Yesterday . . . or, still better, Yesteryear . . . it is shrouded with a special glow that titillates and warms and delights.

"Ah, yes," we cry, "give me the sweet, beautiful, wonderful whachamacallits of Yesterday," in much the same tone of voice as the same thought was expressed when Yesterday wasn't Yesterday but Today.

■ In recent weeks, for example, I have been rediscovering (along with many of my compatriots) some of the giddily inventive art which appeared in 19th century advertising and publication work.

Just as the typefaces of that era had a special color . . . let's call it a "feel" . . . so did the art. You know the style . . . the intricate copperplate engravings, the beautiful woodcut maidens with their spiraling curls and gimlet eyes, the black pointing fingers, often composed in such a way that mortises for type matter actually formed a part of the illustration . . . rather than being hacked out as our contemporaries do.

■ Now, quite frankly, I must admit that much of it was hideous . . . and yet, as I view it again, I find that it somehow has the capacity to lighten my mood, to deposit a nostalgic smile on a face which five seconds ago was grim and lined.

No doubt this reaction is not untypical and accounts for the growing number of advertisements, mailing pieces and magazine layouts capitalizing on the now wistful charm of this antique art.

■ An outstanding example was a recent booklet published by Davis Delaney to illustrate some of its presses. The front cover (reproduced here) combined antique type and art, contradictorily (and there's the magic) requesting that we "Take a Look at Modern Letterpress." The cover was sufficiently narrower than the booklet itself to reveal a portion of page three, containing a contemporary photograph of youngsters peering beneath a circus tent. We turn the page and there, lo and behold, is a glorious full-page woodcut of a bareback rider circling the ring on two magnificent horses. The theme is then repeated on successive pages . . . although not at the cost of deleting good, solid copy on the product.

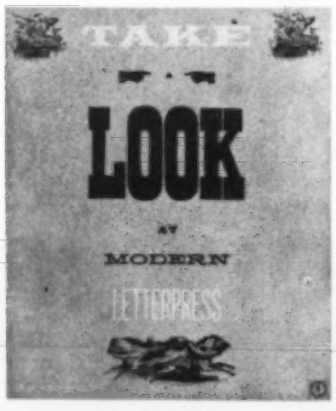
The advertisements in *Yankee*, a magazine specializing in New England lore, frequently make use of such illustrations. Often, phlegmatic, nondescript woodcuts are given an amusing twist through the use of clever captions, in the manner popularized in recent years by "The Baby" and "Office Zoo."

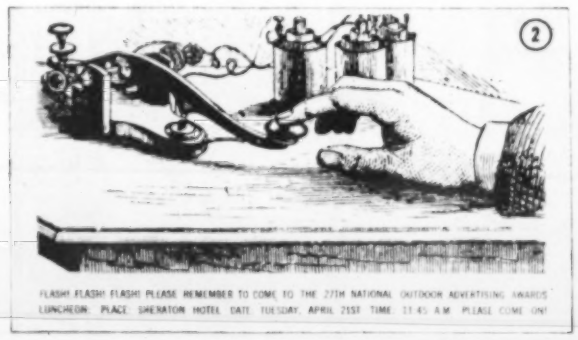
■ Where can you obtain 19th century illustrative material for a fling of your own? Well, of course, you can have an artist prepare an illustration in woodcut style, and I daresay that several of those which I have admired were achieved in this manner.

There are, however, a number of less expensive sources. Bettman Archives, 211-A East 57th St., New York 22, maintains a wealth of prints covering the entire range of art from the cave dwellers to the Gibson Girl, and they have some honeys.

■ Dover Publications, 920 Broadway, New York 10, has issued Clarence P. Hornung's volumes on early advertising art, the contents of which may be reproduced without permission or payment of royalty. (That tricky mortised illustration of the bull and tender utilized in the accompanying clipping from a Cities Service company publication quite probably originated from this source.)

Working with these century-old *objets d'art* (or, monstrosities, if you will) is far too tempting a bet to pass up. (Suggestion: organize a barbershop quartet to sing some of the old melodies in the background while you're at the drawing table. I don't know that it'll help, but it should be fun.) #




2
FLASH! FLASH! FLASH! PLEASE REMEMBER TO COME TO THE 27TH NATIONAL OUTDOOR ADVERTISING AWARDS LUNCHEON PLACE SHERATON HOTEL DATE TUESDAY APRIL 21ST TIME 11:45 A.M. PLEASE COME ON!

OLD TYPE CATCHES EYE—*19th century illustration is playing a big role in 20th century printed pieces. Shown here: (1) cover from a Davis Delaney promotion piece; (2) promotion card for the National Outdoor Advertising awards luncheon; (3) combination headline-illustration unit from an article in Cities Service monthly publication.*

Send for our FREE
GUIDE TO
COUNTRY DINING
IN
NEW ENGLAND
Often people ask us to recommend other excellent dining places in New England. As a service to our customers, we've prepared this guide, with map and locations of 39 inns and eating places which we feel achieve the standards we have set for The Red Barn. Just send us name and address and we'll send you a copy. And when you're in the area, stop in and see why we're famous.
AIR CONDITIONED • Harry and Dorothy Davega
4
The Red Barn
WESTPORT, CONN.
Merritt Parkway (Exit 41) and Route 33 • Open Daily
Member of all important credit card plans • Tel. CApital 7-0554

COUNTRY CONVERSATIONS #4
"Why Can't I Be Like Mary, Daddy?"
"Mary's Mother has brand new wallpaper on her parlour, and Mary's Father has had his den wallpapered and even Mary's room has been made so pretty with new paper. Why can't I be like Mary, Daddy? Mary's Mother got her paper at Mr. Fletcher's and she says he has thousands of designs. Won't you tell Mummy, Daddy?"
Yes, Fred Fletcher has collected many hundreds of charming wallpaper designs that have graced New England homes for centuries. The hard-to-find hand blocked Colonial patterns and small traditional designs you will find at his shops are only part of the largest display of papers in New England. Stop in at Fletcher's soon.
FLETCHER'S MILFORD PAINT WORKS
Main Store & Factory
On Route 101
Milford, New Hampshire
Factory Branch Store
714 Elm Street
Manchester, New Hampshire
(Specializing in Colonial Paint and Papers)
Sorry, no samples sent.
5

7
OLD NEW HAMPSHIRE
is what Fred Fletcher calls the paint he makes in his roadside factory in Milford, New Hampshire. Gramp used to say New Englanders had "eight months of winter, and four months of damn poor sledding." Well, Old New Hampshire is designed to stand up under New England's severe winters. Matter of fact, it's about the same paint Gramp used to buy himself—31% lead base and no foolin' nonsense about it! Will resist chipping or peeling and is as rugged as iron. If you think "the good old days" are gone forever, you obviously haven't used Old New Hampshire lead base paint. If you want a sparkling white, or rural barn red outside paint, in fact, any color you desire, think of Fletchers. Even Gramp wouldn't baulk at the price—only $4.95 per gallon, or $4.75 per gallon in five gallon cans.
FLETCHER'S MILFORD PAINT WORKS
Main Store & Factory
On Route 101
Milford, New Hampshire
Factory Branch Store
714 Elm Street
Manchester, N. H.
(Specializing in Colonial Paints and Papers)

ANCIENT LOOK—*More of antique look: (4, 5, 6 and 7) four ads from magazine, Yankee.*

From an Art Director's Viewpoint . . .

We Hoped It Wouldn't Be Done

By Andy Armstrong

One tragi-comic aspect of childhood is that nearly every child looks forward to the day when he will be an adult. When he gets to that age supposedly reserved for adults, he looks around and cannot find any. Everyone is still a child, it turns out; only some are older.

Andy Armstrong

This ad seems to prove it. Children, great big children, some even with mustaches, must have had a hand in its assembly. It exudes all the innocence of a starry-eyed and very bad theme that a committee thought good enough to run in the school yearbook.

■ Number one, it puts what the motivational couch-dusters would call a legitimate, healthy sociological fetish to a sick commercial use. A time-honored symbol of freedom—freedom of speech, press, thought and worship—becomes the handle for a flat-wheeled industrial syllogism. *Liberty accomplishes the impossible. This cigaret accomplishes the impossible. Therefore this cigaret and liberty share the same cloud-layer in the upper reaches of human thought.*

Number two, this ad reduces an historic message, "Give me your tired, your poor . . .", that expressed a once heart-felt, even though perhaps over-zealous, attitude of America to a serious social problem affecting millions, to the level of a carnival side-show pitch. Good thing they didn't take a spread. Imagine the temptation to invite the reader to come and light his L&M from "the lamp beside the golden door."

■ What, may we ask with panting expectancy, will be the next graphic in the series? Old Glory with L&M packages for stars?

Here are some suggestions for the group (it *has* to be a group) that thought up this tasteless hodge-podge while climbing around on their gold-plated Jungle-Gym. Why not show a close-up of the Father of His Country, and say: "They said it couldn't be done, but Old George chewed steak with his wooden false teeth. . ." Or how about: "They said it couldn't be done, but Old Massa Lincoln, he sat up all night and finished *Pilgrim's Progress*. . ." No charge for these. Assuming, of course, there was no charge for yours, either. #

Still young and beautiful at age 75!
THEY SAID IT COULDN'T BE DONE
But America's most famous lady does it!
L&M
A cigarette that's Low in tar with More taste to it!
THEY SAID IT COULDN'T BE DONE
But L&M does it!
Love Modern with L&M

How to speed up sales by the millions!

Marketing concepts are constantly changing in the progress toward more effective methods of product distribution. However, a constant and unchanging marketing principle is that advertising is most effective when it reaches the most consumers in the most profitable markets at the lowest unit cost.

Produce maximum sales for your product at greatest profit by concentrating a heavier advertising effort on the First 3 markets of New York, Chicago and Philadelphia – where the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out. In these far-above-average markets, which account for 19% of total U. S. Effective Buying Income, *there is no substitute* for FIRST 3 MARKETS' dominant 55% COVERAGE of all families.

In addition, busy cash registers in the six states adjacent to the 3 markets ring up 29¢ out of every U. S. Retail Sales $1.00. FIRST 3 MARKETS GROUP concentrates the bulk of over 5¾ million circulation within these six states to deliver 40% COVERAGE of all families.

To make your advertising sell *more* where *more* is sold . . . it's FIRST 3 FIRST!

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3 MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, SUperior 7-0043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, GArfield 1-7946 • LOS ANGELES 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

Wolcott Shinners Dean Beard Venezian Haire Kobak Pigman Lavinger Leaman Ewen

HAPPY TALK—*These groups at the Audit Bureau of Circulations meeting in Chicago seemed pleased with the topics under discussion: Alan Wolcott, exec vp of ABC; John H. Shinners, Times-Press, Hartford, Wis.; Sidney W. Dean Jr., McCann-Erickson, New York; William K. Beard, Associated Business Publications; A.R. Venezian, McGraw-Hill, New York; Tom Haire, Haire Publishing, New York; Edgar Kobak, business consultant, New York; H. B. Pigman and P. C. Lavinger, Oil & Gas Journal, Tulsa; A. W. Leaman, Advertising Research Foundation, New York, and William H. Ewen, Borden Co., New York. The two-day meeting at the Drake Hotel ended Oct. 23.*

Don't make the same mistake twice

BUY NEGRO RADIO THIS TIME!

Mistakes can be costly! This time remember this PROVEN fact! You best sell to Negroes *with Negro Radio.* It's true some read papers and magazines and some watch TV, but *95% of all Negroes listen to radio!* Rounsaville Radio programs 100% to Negroes *with* Negro performers. All six Rounsaville stations are Number-One Rated by *BOTH* Pulse and Hooper! Get the facts on the tremendous rise in income, increase in population, standard of living and best of all—the BUYING POWER of the Negro Market . . . $824,219,000 *AFTER* taxes in the Rounsaville coverage area! Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today!

Personal Letter

Don't be misled that Negroes will buy anything. Negro incomes have increased 192% since World War II . . . today's Negro is a selective buyer of quality items. Negroes are intensely loyal to products in which they believe. One outstanding, vital fact is that they *do believe* what they hear on their own radio. When one of their favorite personalities voices the selling message for a product it is believable. And with the believability comes sales. No matter what your budget for these six important markets . . . no matter how many media you use . . . a proper part of your advertising dollar MUST go to Negro Radio or you're missing this market! Experience IS the best teacher. Experience Rounsaville Radio—one of the oldest and the *largest* broadcasters in Negro Radio!

ROBERT W. ROUNSAVILLE
Owner-President

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!

WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL WITH GROUP DISCOUNTS!

ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE, *Owner-President*
JOHN E. PEARSON CO., *Nat'l Rep.*
HAROLD F. WALKER, *V.P. & Nat'l Sales Mgr.*
DORA-CLAYTON, *Southeastern Rep.*

ABC Names Two in Sales; Ad, PR Men Appointed

American Broadcasting Co.'s radio network central division sales department, Chicago, has named Richard A. Game manager of sales service for the division, and Richard W. Brahm sales account executive. Mr. Game was sales service account executive for ABC television network, and Mr. Brahm formerly was midwestern sales manager for the Mutual Broadcasting System.

Also, Donald H. Peterson has been named assistant to James M. Ascher, director of advertising, promotion and press information at ABC central division and WBKB, Chicago. He formerly was ad manager of WBKB. Frank J. Little, formerly a copywriter at Campbell-Sanford Advertising Co., Chicago, has joined WBKB as promotion and press information unit man.

AMA Unit Honors Marriott

J. Willard Marriott, president of Hot Shoppes Inc., has been awarded the annual marketing achievement award by the Washington, D.C., chapter of the American Marketing Assn. "in recognition of Hot Shoppes' application of research and other marketing techniques." Hot Shoppes, which started 30 years ago as a root beer stand, now encompasses restaurants, cafeterias and food service operations.

NO. 1

AMONG ALL ELECTRONIC ANNUALS

eem

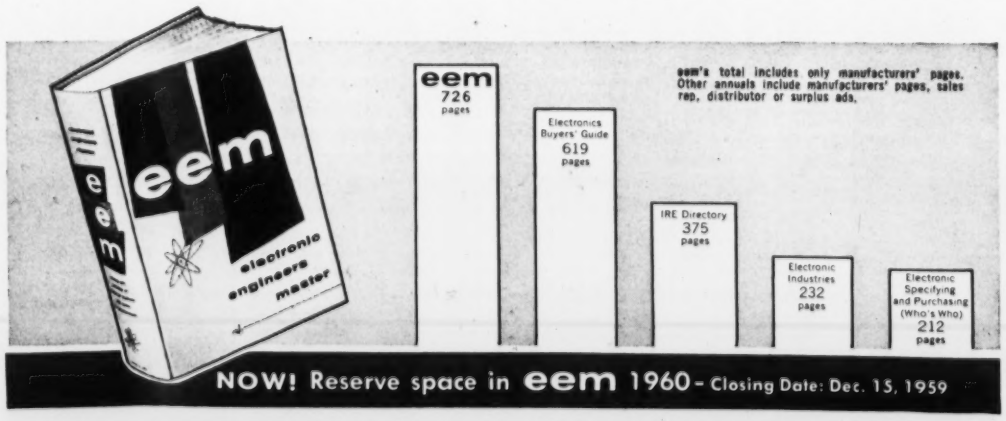
ELECTRONIC ENGINEERS MASTER

More pages of manufacturers' advertisements...726; more pages of directory material...554; greatest gain in number of paid pages over 1958 edition...221; most complete buying directories in every detail—a clean sweep for the new 1959 edition of **eem** over all annuals serving the electronic market.

This in itself is a proud record, but to attain it in the second edition, when competitive annuals have been publishing from 12 to 19 years, is a remarkable achievement. So remarkable, in fact, that every electronic manufacturer and every advertising agency representing clients selling the electronic market should use **eem**—the number one annual—to spearhead their selling and advertising program.

Our sincere thanks to the manufacturers who had the faith to support this lusty infant and its new streamlined concept of product presentation. Our thanks, too, to the 56,000 engineers and purchasing agents who, by their day-in and day-out reliance on **eem**, have proved to manufacturers that eem is the most effective way to present their product information. Now, if you want to assure yourself that **eem** also ranks first in reader preference, take advantage of our free offer and **survey your customers at our expense.** Write for details to:

eem—Electronic Engineers Master, 60 Madison Avenue, Hempstead, New York, IVanhoe 6-7755.


eem
electronic engineers master
eem's total includes only manufacturers' pages. Other annuals include manufacturers' pages, sales rep, distributor or surplus ads.
eem 726 pages
Electronics Buyers' Guide 619 pages
IRE Directory 375 pages
Electronic Industries 232 pages
Electronic Specifying and Purchasing (Who's Who) 212 pages

NOW! Reserve space in eem 1960 - Closing Date: Dec. 15, 1959

Four Princes Drive Will Introduce B&G Wines to U.S. Tables

NEW YORK, Oct. 27—A new marketing strategy for fine French wines will break in November issues of *Gourmet*, *The New Yorker* and the *New York Times Magazine*, in four-color bleed pages, first in a series of ads to run through the next 12 months, by Browne Vintners Co., importer of B&G (Barton & Guestier) wines.

Headlined "B&G presents the four princes, four French regional wines of birth and breeding," the

first advertisement in the series illustrates in full color the four imported wines which will spearhead the campaign for the coming year.

Lawrence C. Gumbinner Advertising Agency is handling.

■ "The marketing strategy of popularization is new to the imported wine field," Robert G. Lurie, account executive at the Gumbinner agency, said. "It is easier to introduce four moderately priced import wines to the American table than to try to sell 54. It's also easier to advertise them, and it's easier for the consumer to remember and buy them."

The wines for which the princes are named are a red and white burgundy and a red and white bordeaux. They are called: "Prince D'Argent from Burgundy, Prince Noir from Bordeaux, Prince Blanc from Bordeaux, and Prince Rouge from Burgundy." These appear in the company's first ad as antique statuettes immediately above a glass filled with the wine for which each is named. #

Sabena Starts Ad Campaign

Sabena Belgian World Airlines has launched a 10-week campaign in major dailies throughout the U.S. and in Montreal and Toronto. Using the copy theme, *Le Service Belgique*, the campaign features testimonials from stage and screen stars. Insertions are 150-line size. Sabena plans to run a much bigger drive next January to introduce its Boeing 707 Intercontinental jet service across the Atlantic. Marschalk & Pratt division of McCann-Erickson is Sabena's agency.

Sanitary Farm Names Agency

Sanitary Farm Dairies, operating in Iowa and Illinois, has named Warren & Litzenberger Advertising, Davenport, as its agency.

NEW LOOK—*B. F. Goodrich Co. has repackaged 45 items in its drug accessory line in a drive to increase its business in this line by 20%. Here are six of the new packages. The new packages were designed by Smith, Scherr, McDermott of Akron. Advertising will be handled by Goodrich's new agency, Foote, Cone & Belding (AA, Sept. 28).*

SWINGLES.
CUSTOM MADE
ONLY $58
U.S. only
the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call

THE JINGLE MILL
201 W. 49 St., N.Y. 19, N.Y. Plaza 7-5730

NEW LONDON: Top Connecticut Market in Furn-HH-Appl!

$669! That's what the average household spends yearly in New London on furniture, household goods, and appliances! This is 147% ahead of *all other* Connecticut cities of 25,000-or-over population. (SM '59 Survey).

Now to reach this top-spending market? Through its only local daily, giving you 98% c[illegible]rage of this 66,547 ABC City Zone.

The Day
NEW LONDON, CONNECTICUT
National Representatives:
GILMAN, NICOLL & RUTHMAN

*Why are WXYZ Radio and WXYZ-TV Detroit's Most Popular Stations?

Young in heart and busting out all over, that's the personality of Broadcast House. WXYZ Radio and WXYZ-TV are stations with WXYZing!

Southeastern Michigan is chock-full of bustling young people who work and play hard . . . and they buy things as if money was going out of style!

We know what they like—programming with WXYZing. And that's what we give them. Put WXYZing in your plans!

*Seeing is believing . . . check your rating books.

The Stations with WXYZing
WXYZ Radio 1270
WXYZ-TV Channel 7
ABC—Detroit
Represented Nationally by John Blair & Co. and Blair-TV

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Takes 'CM' to Task for Views on Insurance Ads

To the Editor: In his criticism of the Mutual Benefit Life advertisement (AA, Sept. 21), "Creative Man" evidently was temporarily deserted by his sense of timing, his sense of humor, and a good portion of his advertising sense.

As to timing, the ad to which he referred ran in *Time* magazine over five months ago. It was interesting to see that its impact remained so long with at least one reader.

As to sense of humor, "Creative Man" did not seem to realize that the ad was a slightly facetious way of explaining that Mutual Benefit Life could provide personal insurance plans for almost anyone "no matter *what* your job" (the headline to which he never referred). This less than somber approach did not, however, go over the heads of the majority of 200 business men in a pre-publication survey. They generally complimented the ad and its light touch as a welcome change of pace from the welter of "family situation" life insurance advertising to which they had been exposed.

As for "Creative Man's" temporary lapse of advertising sense, he acknowledges the ad as an attention-getter, and then criticizes it for that reason. Since the first basic purpose of any ad is reader attention, this should not be considered a fault.

In reference to the copy, "Creative Man" argues fallaciously and fatalistically that the concept of "True Security" is invalid, because it is available only to the unborn or the dead. He further questions whether "True Security" is American, because ours is a "risk economy." It is our conviction that even in this atomic age hope has not been blasted away, and the tangible promise of personal financial protection for a man's future and family is not only traditionally American, but that "security" and all it stands for have never been more predominant in men's minds. In our estimation, it is a valid and even laudable basis on which to advertise life insurance.

John H. Pinto,
Vice-President, Grant Advertising, New York.

P.S. The ad Starch-rated no lower than third in any category among the six insurance ads appearing in *Time*.

• • •

Not Eggsactly a Yoke

To the Editor: While eggs in food ads are a dime a dozen, I wouldn't have thought they were eggsactly in place in publications' promotions; that is until I ran across *Parade's* admirable employment of a double-yolk egg to portray the two-for-one concept (AA, Aug. 31).

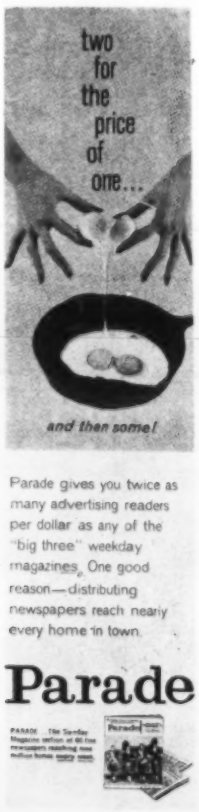
That *Parade* may have started something is borne out by the fact that the *Fargo Forum-News* lost little time in scrambling aboard the eggwagon (AA, Aug. 24). And last, but not least, *McCall's* (back cover, AA, Aug. 31).

On second thought, though, eggs and ads *do* seem to have a lot in

common: For instance:

Isn't it true that advertising themes, like eggs, germinate for weeks before they are hatched? And that if such a theme "lays an egg" the client will eggsit and the account eggs-egg-u-tive may have to look for a new job?

Consider "brainstorming" sessions, during which creative ad-


two for the price of one...
and then some!
Parade gives you twice as many advertising readers per dollar as any of the "big three" weekday magazines. One good reason—distributing newspapers reach nearly every home in town.
Parade

folk are required to think out loud. While I've never sat in on one, I have no doubt that the "fan is hit" by a veritable "omelet" of ideas.

Then, as with boiled eggs for breakfast, we have *hard* and *soft* "sell" to choose between.

But since there are already too many eggheads in advertising, I'd better follow Humpty Dumpty's eggsample and fall off the wall before some eggsasperated adman knocks me off.

Arch Campbell,
Chicago Car Advertising Co., New York.

• • •

Magazines Cite Omissions From Western Editions List

To the Editor: We are concerned (and I think you will agree that we should be) that *Farm Journal* was not included in your list of 56 publications offering western editions (Advertising Age, Oct. 19, Page 106).

Farm Journal began publication of its western edition September, 1952, and has published it continuously since that date. It serves the 13 western states with a circulation in excess of 400,000.

Farm Journal also offers, not only in its western edition but in all editions true split run (alternate copy), service on any size unit of space sold regionally. Called "twin ads," split run ads may be used by one advertiser to feature different products, or for different advertisers with compatible space and color requirements may each buy one "twin."

While we are mainly concerned about the omission of *Farm Journal* from the listing, we were also intrigued by one inclusion—*Household*. *Household* ceased publication some time ago.

Vernon Vine,
Director of Editorial Relations, *Farm Journal*, Philadelphia.

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To the Editor: I was surprised to find in the current issue of Advertising Age on Page 106 a list of general, farm and business publications publishing western editions which did not include *Architectural Record*.

Architectural Record was among the first magazines to institute a western edition in 1947. It is classified, along with *Better Farming Methods*, as a business publication in the business publication rates and data section of *Standard Rate & Data Service*.

I would greatly appreciate it if our omission from this list could be remedied in a future issue of Advertising Age.

Blake Hughes,
Marketing Manager, *Architectural Record*, New York.

• • •

Do Sports Bring Out the Best?

To the Editor: "Sport brings out the best in people," advertises *Sports Illustrated*. Happy examples they might have listed: The debris thrown onto hockey ice . . . "kill the umpire" and flying beer cans . . . the maiming of Otto Graham and Bobby Layne . . . the general high-level ethics of the fight game.

Roy L. Hilligoss,
Creative Department, Klau-Van Pietersom-Dunlap, Milwaukee.

• • •

Humor Not New, He Maintains

To the Editor: Where has Advertising Age been all these years? The enclosed ad has been running in *Vogue*, *Harper's Bazaar* and *The New Yorker* for the past six years. Yet you headline your story about D'Orsay's new campaign, "Comes Revolution! D'Orsay Uses Humor in Perfume Ads."

Maybe you mean it's so extraordinary for D'Orsay to use humor, in contradistinction to the entire perfume industry.

Incidentally, don't you detect

an unsavory similarity between "Anything Can Happen When You Wear Fame" and "Something Wonderful Happens When You Wear Intoxication"?

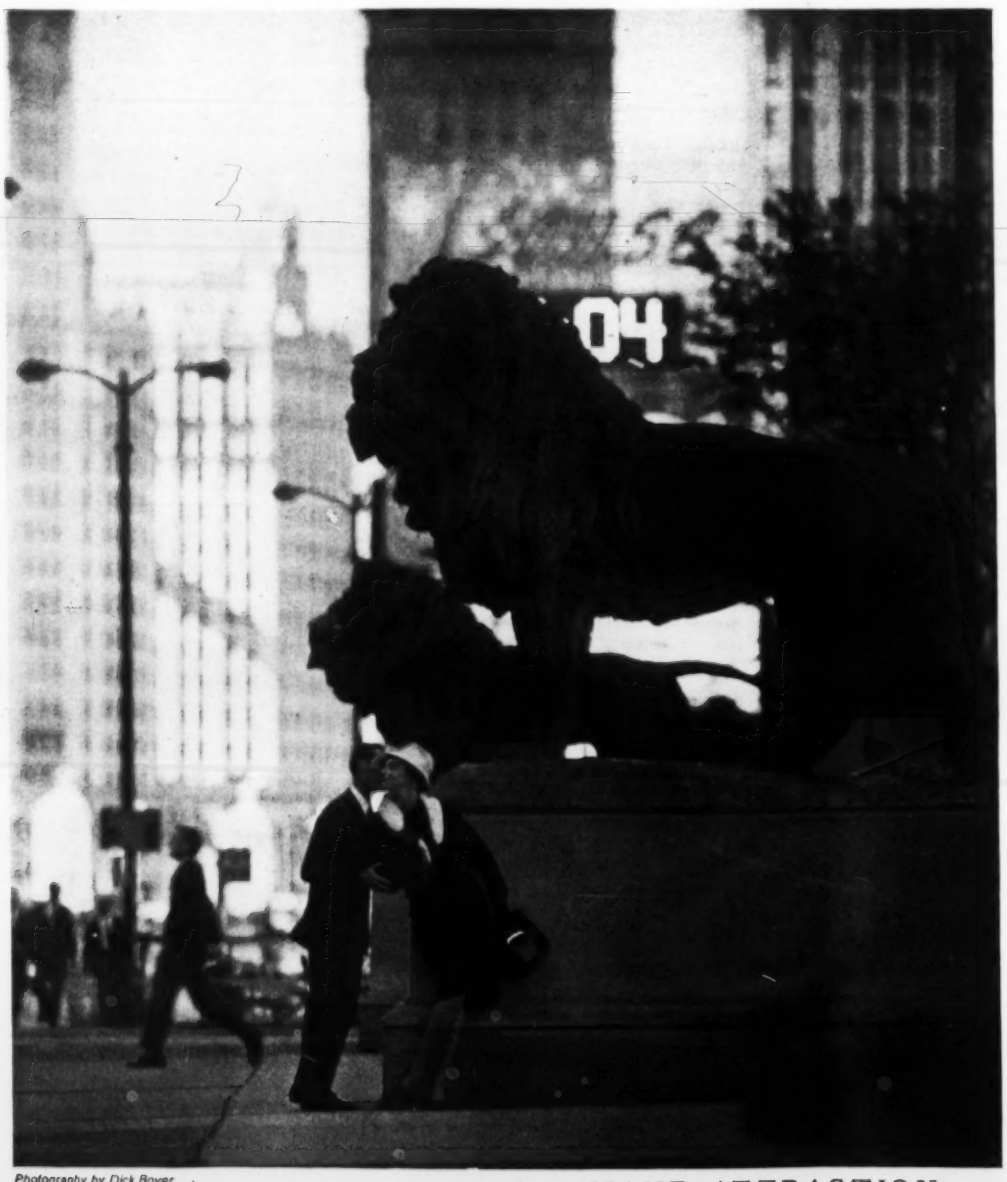
Douglas D. Simon,
Douglas D. Simon Advertising, New York.

• • •

Finds 'Biz Quiz' Lively Reading

To the Editor: Just wanted to register my approval of your new feature "Biz Quiz."

It makes for lively and inter-



Photography by Dick Boyer

PRODUCTION MAN ON THE TOWN

MANE ATTRACTION

Come five, this ad man has lovelier dates than with plates. He leaves the lion's share of his halftone headaches to Superior, where a 45-man night staff puts some teeth in claims to quality and service. It is a reserve force to take the rush out of rush orders, keep the rigors in the recipe for fine engravings. For superior service and superior quality call SUperior 7-7070.

CALL NIGHT OR DAY

Chicago's Foremost Photoengraving and Offset Platemaking Plant

SUPERIOR ENGRAVING CO. 215 West Superior St. Chicago 10, Ill.

esting reading, and may even teach us a few things we don't know.

Hope you plan to continue this feature.

Robert L. Goldsmith,
Promotion Manager, *Outdoor Life*, New York.

• • •

Another Adman Finds Barbasol Ad 'Disgrace to Our Industry'

To the Editor: The current series of ads, as represented by the attached copy of the most recent one, is a disgrace to our industry.

It is neither clever, cute nor funny, but downright disgusting.

If they are trying to smear the memorable image built by "Singing Sam"—they are succeeding.

With the pending threats of

controls and taxes on advertising, continued use of copy in such poor taste as this will most certainly weaken our case.

I would like to ask the advertiser to give me an answer to my just-beginning-to-read eight-year-old daughter's question, "Daddy, what does this mean?"

Is there not some way we can censor such degrading advertising as this?

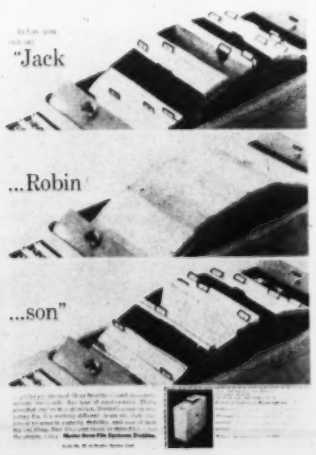
J. B. Taylor,
President, Taylor-Norsworthy, Dallas.

AA has previously expressed its low opinion of this Barbasol copy, and is surprised to learn that it is still running.

• • •

An Ad He Wishes He'd Done

To the Editor: If you ever start a column entitled "Ads I Wish I Had Done," I think the attached ad from the October issue of



Modern Office Procedures should be included.

Ralph Eberts,
Advertising Manager, Southern Equipment Co., St. Louis.

Likes Diamond's Legal Column

To the Editor: Very much enjoy reading the "'What's Doing on the Legal Front" column by Sidney A. Diamond. Hope that you will continue to run this column frequently.

Trademarks, patents, and copyrights are extremely important; and all advertising people should be aware of this importance.

A number of years ago I became interested in finding out just how much protection our company had on the things that we were advertising. It seemed to me that if we were not protected in some manner we might be wasting a tremendous amount of advertising dollars on a product, only to have it made by a competitor after our company had established the need for the product.

Another thing we have learned is that there are many excellent selling points included in a patent. These frequently are exclusive with the particular product and can be used to advantage in ads and in literature.

My thanks again to you and to Mr. Diamond for this most interesting and educational column.

George Andrews,
Director of Public Relations and Advertising, E. D. Bullard Co., Sausalito, Cal.

• • •

Relax and Switch to Switch

To the Editor: Free idea for any tobacco company, since all of us are worn down from the cacophony of cigaret slogans, me-toos, claims, jingles and names:

When you don't know or care which is which,
Just relax in your easy chair,
switch to Switch.

Paul Eager,
Management Consultant, New York.

• • •

Guess She Loves That Fruit

To the Editor: Boy, she must be hungry!

G. J. Advani,
Syracuse, N. Y.

• • •

'Foamettes' Not First, He Says

To the Editor: Your Oct. 6 issue carries a story on "Foamettes," a tablet dentifrice produced by a California company, and a reprint of an advertisement which describes the product as "the first and only one of its kind."

I would like to correct the record on behalf of our client, the Lowe Drug Co. of Blue Springs, Mo., who in 1953 produced and marketed a similar product under the name "Tooth-Tabs." This product is still being sold regionally in the Middle West. National distribution is the ultimate goal of the Lowe company. "Tooth-Tabs" were created by Richard Lowe, a registered pharmacist, after many years of study of the problems involved in the compounding of dentifrices and, although marketed in a limited area, are more logically entitled to the position of "America's FIRST tablet dentifrice."

Art Williams,
Assistant to the President, H. George Block Inc., St. Louis.

Puzzles Can Be Puzzling

To the Editor: It appears that "ingenuity" and "brainstorms" go hand in hand with coincidence. That is, unless the two art directors involved are such good friends and one talks too much.

These two advertisements appeared in the same issue of *Ground Support Equipment* and, strangely enough, one is ACF and the other AMF. Puzzles are puzzles and the long arm of coincidence even more puzzling.

William P. Stoneham,
Account Executive, McCarty Co., Los Angeles.

• • •

Does Neff Expect Perfection?

To the Editor: Re Dick Neff's column [AA, Sept. 21] on our miscarriage advertisement of the tombstone, what do you expect from a Madison Ave. agency, perfection?

Max Adler,
President, Spencer Gifts Inc., Atlantic City.

In FRESNO . . .
everyone gets the
Fresno GUIDE
Fresno, California

WRITE FOR YOUR COPY TODAY!

Sell office supplies and equipment? Apparel? Cosmetics? Or other women's products? TODAY'S SECRETARY's new Fact File gives you the facts you'll want to have about selling this important, influential buying group.

TODAY'S SECRETARY is the *key* to the booming secretarial market — the only magazine reaching a concentrated, nation-wide paid circulation of secretaries in business and training. Over 145,000 young career women subscribe to TODAY'S SECRETARY . . . and surveys show that over 345,000 additional pass-along readers see the magazine every month.

TODAY'S SECRETARY readers are a major influence in the choice of office equipment and supplies. They're a higher income group who spend millions of dollars on apparel, grooming aids and all women's products.

Get the facts about selling this important, growing market. Phone or write for your copy of TODAY'S SECRETARY's Fact File *today*.

TODAY'S SECRETARY
Magazine

330 West 42nd Street, New York 36, N. Y. • LOngacre 4-3000

Sears Names Struthers to Succeed Gudeman, Retiring

George H. Struthers, assistant vp and general manager of the New York office of Sears, Roebuck & Co., has been named vp in charge of merchandising of the company, effective Nov. 23, succeeding Edward Gudeman, who will retire from that post before the end of this year. Mr. Gudeman, with Sears 32 years, will continue as a member of the board and as a consultant.

Mr. Struthers, who will move to Chicago headquarters, will be succeeded in New York by James W. Button, now assistant to Mr. Gudeman.

Virco to Hixson & Jorgensen

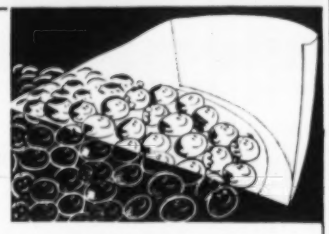
Virco Mfg. Corp., Los Angeles manufacturer of school furniture, public seating and home folding furniture, has named Hixson & Jorgensen, Los Angeles, its agency, effective Dec. 31. According to Paul H. Leslie, Virco ad manager, the 1960 budget will be "well up in the six figures but less than $500,000." The company has been a heavy advertiser in school and religious publications, and plans to increase advertising for its expanding home products. Dozier, Eastman & Co. is the current agency.

Chapman Heads Round Table

James G. Chapman, promotion manager of *Electronic News*, has been elected chairman of Associated Business Publications' promotion and research round table. He succeeds Keith Aldrich, research and promotion manager of *Progressive Architecture*. The ABP round table is a luncheon group which meets each month for discussion of important questions in business paper promotion and research.

Which Advertising Medium Affords Guaranteed Impressions?

There is no need to guess the number of persons who actually "read" the message in theatre screen advertising. It has the closest ratio of readership to circulation of any medium.



TSAB FOR COPIES OF BROCHURE AND FURTHER INFORMATION CONTACT:
THEATRE-SCREEN ADVERTISING BUREAU
437 MERCHANDISE MART • CHICAGO 54, ILLINOIS

Holm Tobin Radding Campbell Norton

JUNIOR PANEL OFFICERS—*New officers of the Junior Panel Outdoor Advertising Assn. pose with Joseph Radding, Radding Sign Service, Springfield, Mass., retiring president and board chairman. Newly elected are Sidney Tobin, Gateway Outdoor Advertising Co., East McKeesport, Pa., president; Norman Campbell, Campbell Sign Co., Detroit, 1st vp; Jerome Norton, Norton Outdoor Advertising, Cincinnati, 2nd vp, and Francis Holm, Holm Advertising Service, Kansas City, secretary-treasurer.*

Adapt Designs Specifically to Smaller Size, Reder Tells Junior Panel Group

CHICAGO, Oct. 27—Members of the Junior Panel Outdoor Advertising Assn. were advised last week to break away from standard outdoor design and create new designs specifically for the smaller boards.

Speaking at the group's ninth annual convention, B. P. Reder, outdoor buyer at Foote, Cone & Belding, said, "You have adapted car card and 24-sheet poster art to the junior poster dimensions, and in doing so have often defeated yourself and the goals of your client.

"Originality has rewards," he added. "Create designs specifically for junior posters. Use colors that excite. Use some ingenuity and inventiveness. Think about cutout embellishments, illumination and methods to improve your medium."

He suggested that the association establish a new creative department to work with advertisers, agencies and the association membership to develop ideas and copy specifically designed for junior posters.

Mr. Reder noted that FC&B uses

new faces... new buyers

more readers... more advertisers are turning to Today's Health

THE NEW

Today's Health

Millions of Americans are learning that it's fun to be healthy! Editorially—in its advertising pages—TODAY'S HEALTH reflects this new pattern of living—is growing with this growth market. Circulation in July, 1959, is up 58 per cent—up 73 per cent in advertising linage! Our 619,411 paid subscribers now include nearly 140,000 A.M.A. physicians, who place each issue in their reception room, where it is seen—read—believed by an estimated 40,000,000 patients per month, at the moment when their interest in products that contribute to comfort—safety—convenience—is at its peak. These new faces are important in YOUR market picture. They represent growing families who are pre-sold on high standards of health and living. If your product appeal ties in, it will have a powerful impact on this audience. And remember—a growing family is a buying family.

the magazine that features positive living

Today's Health is published by the American Medical Association for the American family.

535 N. Dearborn St.
Chicago 10, Ill.
WHitehall 4-1500

475 Fifth Ave.
New York 17, N. Y.
OREgon 9-9383

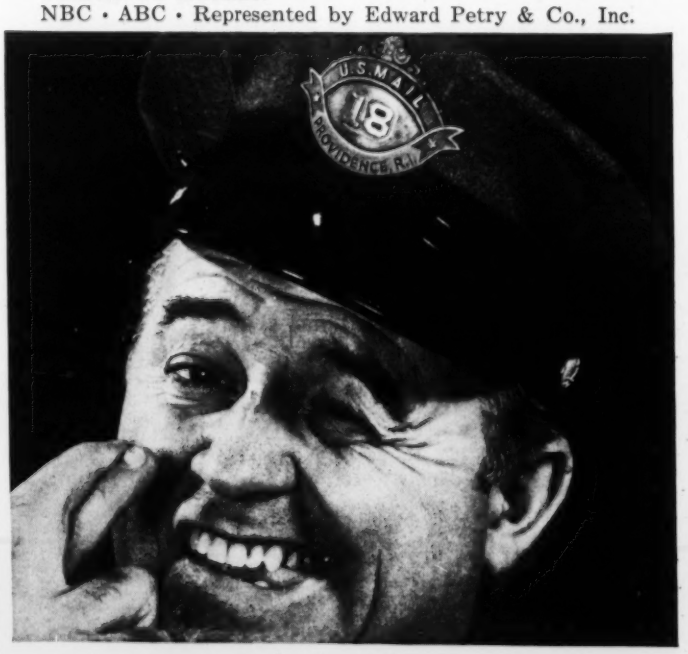
Whaley-Simpson Co.
6608 Selma Ave.
Los Angeles 28, Calif.
HOllywood 3-7157

Whaley-Simpson Co.
700 Montgomery St.
San Francisco 11, Calif.
SUtter 1-4583

"Me an' J. K.

is just like this!" WJAR-TV not only has a corner on quality feature films in the Providence market, but also exposes them with rare showmanship. Morning and afternoon films, for example, are emceed daily by personable Jay Kroll who asks viewers to write and tell him what they would like to see, then waits for the mailman to clue him on local tastes. Between "acts", Jay interviews visiting celebrities, and leaders of local and national civic groups. "The Jay Kroll Show" — another good reason why WJAR-TV has won the TV heart of the PROVIDENCE MARKET.

10th Anniversary of CHANNEL 10
WJAR-TV
Cock-of-the-walk in the PROVIDENCE MARKET
NBC • ABC • Represented by Edward Petry & Co., Inc.



JUNIOR PANEL CHAMPS—*First prize in the Junior Panel Outdoor Advertising Assn. design competition went to Dane Clark, Colorado Institute of Art, Denver (top picture). Lamar Briggs, of the same school, won second prize. Design theme was advertising for the MGA 1600 sports car.*

junior panels for several clients, including Hiram Walker, Beatrice Foods, Dash dog food and Rheingold beer. "You have a powerful selling medium," he said, "but you are not selling your medium to the agencies or the advertisers."

■ The JPOAA announced at the convention winners of its first junior poster design competition, designed to encourage artists to create new designs and colors for the smaller panels. The first four winners were from the Colorado Institute of Art, Denver, with Dane Clark taking both first and third prizes ($300 and $25). Lamar Briggs' design was second ($50), and Paul E. Fowell took fourth prize ($25).

■ New JPOAA officers elected are Sidney Tobin, Gateway Outdoor Advertising Co., East McKeesport, Pa., president; Norman Campbell, Campbell Sign Co., Detroit, 1st vp; Jerome Norton, Norton Outdoor Advertising, Cincinnati, 2nd vp, and Francis W. Holm, Holm Advertising Service, Kansas City, secretary-treasurer. #

Bassett Furniture Sets $500,000 Push; Consolidates 3 Units

HIGH POINT, N. C., Oct. 27—Bassett Furniture Industries will increase its national advertising expenditures 50%, to $500,000, in line with its new $7,000,000 expansion program.

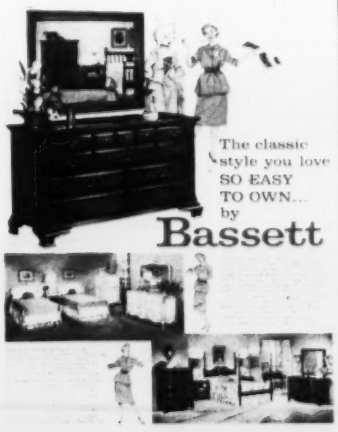
W. M. Bassett, board chairman, said that in addition to its expanded marketing and merchandising program, Bassett has consolidated its three formerly independent sales units to facilitate unified pricing for promotional and selling purposes.

The campaign, which will run through August, 1960, includes nine color pages in *Life*, and five color pages in *Look*. *Home Furnishings Daily* will run one insertion per month ranging from 500 to 1,500 lines, plus two or three 220-line ads per month for Bassett Mirror Co., a subsidiary. The drive also will include newspapers, mailers and retail display material.

■ Daniel Loder, Bassett account executive at VanSant, Dugdale & Co., said the new ad effort culminates a three-year campaign of heavy brand advertising to create a consumer franchise.

The next goal for the furniture maker is a bigger slice of the consumer dollar. The color ads, designed to romanticize furniture, are aimed at reversing a trend which sees furniture getting a smaller share of consumer income each year, Bassett says.

The Bassett expansion program includes 14 new lines introduced at the southern market here. #



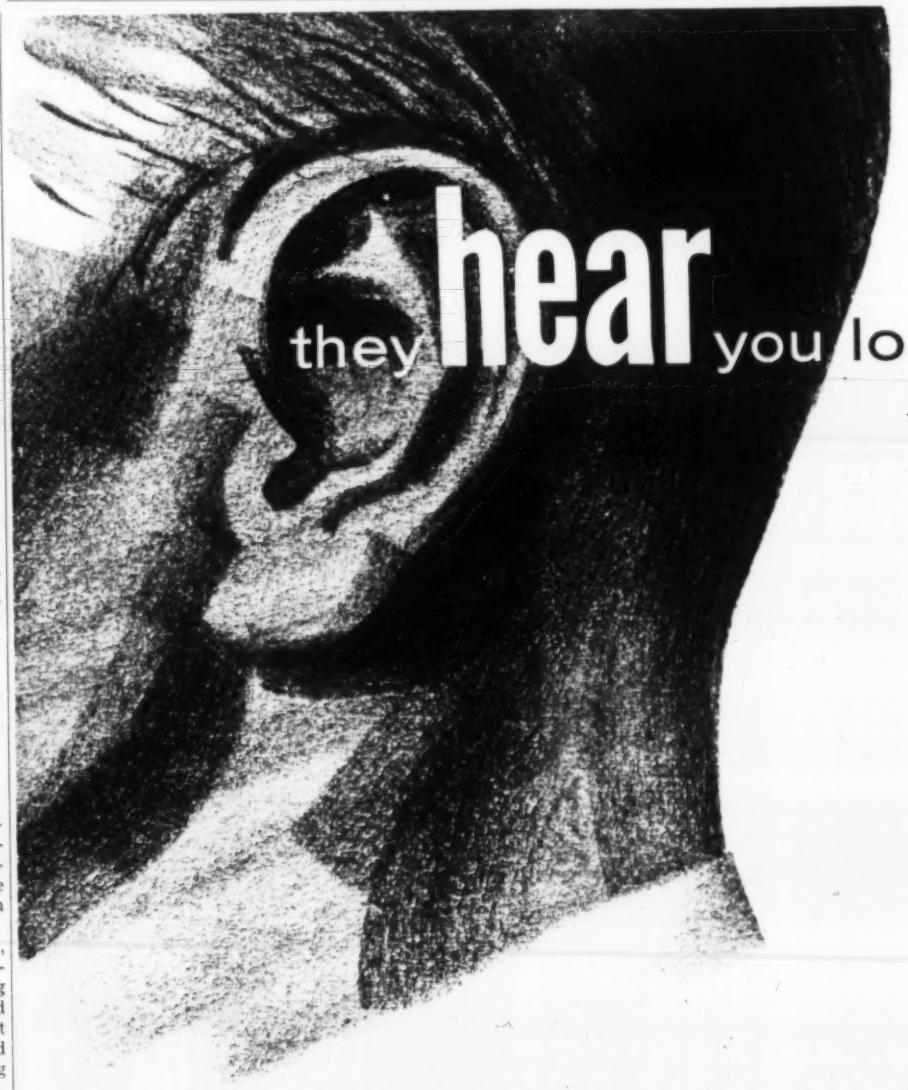
EXPANSION—*Bassett Furniture Industries is using color pages in Life and Look to promote its expanded line of furniture.*

In Montreal...

. . . most of the English households in this two-language metropolis are reached and sold by The Montreal Star—for years the leader in its field in circulation and volume of advertising.

• *Ask for the Star's useful data book.*

The Montreal Star
Represented nationally by O'Mara and Ormsbee Inc.



in Reuben H. Donnelley Magazines

Your message reaches the right people at the right time, in Donnelley magazines. Here's why:

Each Donnelley magazine deals with one specialized field. (The title tells straightaway what it is.) Each magazine covers its field authoritatively and in depth. The voices of its editors are heard and heeded because its editors have earned their reputation in the field they cover. Each publication is designed to help readers on the job...to carry out their responsibilities...more effectively, more profitably.

Because these magazines succeed so well in their editorial purpose, they command the attention and respect of key individuals. These are the people whose influence counts...notably in decisions to buy.

Your advertising reaches them at a moment of maximum receptivity. It reaches them in a medium they respect.

In Reuben H. Donnelley magazines, *you get results.*

AMONG THE DONNELLEY MAGAZINES...

Starchroom Laundry Journal
Read by *the* most alert and prosperous laundry executives whose volume is more than twice the national average. Voted best by jobbers . . . as high as 6 to 1.

National Cleaner and Dyer
Richest market, by actual survey — employing more, buying more, doing twice the volume of the average dry cleaner. Rated highest by jobbers . . . as high as 10 to 1!

National Rug Cleaner
The *only* magazine published exclusively for professional rug cleaners . . . the *only* specialized magazine for your advertising.

THE REUBEN H. DONNELLEY CORPORATION
Magazine Publishing Division • 305 E. 45th St., New York 17, N. Y.

Sports Age / What's New in Home Economics / Electricity on the Farm / Ice Cream Trade Journal / Wastes Engineering / Water Works Engineering / Fire Engineering / National Rug Cleaner / National Cleaner and Dyer / Starchroom Laundry Journal

Freeman Palyi Zwirner McGraw Paine Gunn Gove Vance

AT MIDWEST ABP—*Among those at the annual Midwest conference of the Associated Business Publications in Chicago were William B. Freeman, president of Miller Freeman Publications; Melchior Palyi, Chicago economist; Henry Zwirner, Midwest director of Fairchild Publications and ABP conference chairman; Donald C. McGraw, president of McGraw-Hill Publishing Co.; Ralph D. Paine Jr., vp of Time Inc. and publisher of Architectural Forum and Fortune; Alexander H. Gunn III, vp, J. Walter Thompson Co., Chicago; Bill Gove, president of Bill Gove Organization, sales research and development specialist, and Herbert Vance, president and treasurer, Vance Publishing Corp.*

Liquor Imports Up 16.4% in 1st Half, 'Newsweek' Reports

NEW YORK, Oct. 27—U. S. imports of distilled spirits increased 16.4%, and consumption 11.1% in the first half of 1959, compared with the first six months of '58.

• The gap between imports and consumption is attributed to importers' fears of a dock strike in New York this fall.

• For the first half of '59, import volume totaled 14,993,773 gals., compared with 12,877,133 gals. in the first half of '58.

■ These facts are presented in a special *Newsweek* study just released.

Total apparent consumption in the U. S. of both imported and domestic liquors for the first six months of '59 was reported to be 103,338,060 gals., an increase of approximately 7% over '58.

The *Newsweek* study, which was prepared by Clark Gavin Associates, noted that "imports have established a greater number of gains, market by market, than liquors produced in the U. S." It singled out as particularly important a 12.1% gain of imported distilled spirits in the 17 monopoly states, where there had been a 3% decline in the first six months of '58, as compared with the same period of '57.

■ "It is noteworthy," the report said, "that even in a year which is seeing an unusually fine sales gain by distilled spirits of all types, imported products are once again leading the rate of gain."

Major types of imported distilled spirits all showed percentage gains in apparent consumption for the first half of '59. The breakdown given in the report follows:

Type of Liquor	In Gallons First Half 1958	1959	Increase
Scotch	6,263,350	6,799,418	8.6%
Canadian	4,054,601	4,499,910	11.0
Irish	55,087	69,605	26.4
Brandy	611,216	678,966	11.1
Cordials, specialties	277,376	313,018	12.8
Gin	257,150	379,072	47.4
Rum	1,326,980	1,541,079	16.1

Railroad Ad Contest Opens

The Assn. of National Railroads has begun accepting entries for its ninth annual "Golden Spike" advertising competition, opened to any company or group, other than railroads, whose ads or promotion aid the railroads. All types of advertising appearing during 1959 are eligible. Entry blanks are available from Albert L. Kohn, general advertising manager, Southern Pacific Co., 65 Market St., San Francisco. Presentation of the awards will be made at the association's annual meeting next spring.

MacMillan Adds Rum Duties

Neil MacMillan, advertising director of the Puerto Rico Economic Development Administration, has been appointed director of the unit's rum promotion division. He will succeed J. Diaz Hernandez, who has been named director of industrial promotion. Mr. MacMillan will continue as advertising director, the position he has held since 1956. Norman Cooper, formerly national field manager, has been named assistant director.

National Floors to Stewart

National Floors Inc., Pittsburgh, distributor of floor tiles, has named James A. Stewart Co., Carnegie, Pa., to handle advertising.

Leather Industries Sets Five Separate Spring Shoe Drives

NEW YORK, Oct. 27—Leather Industries of America is lining up five promotions to promote high-profit shoes this spring.

Shoes for men, for women, for teens, for children and as gifts for Father's Day will be promoted, with emphasis on seasonal and fashion developments. Each promotion will include color ads in consumer magazines, editorial tie-ins, publicity and merchandising material for stores.

Women's shoes will be featured in a color spread in the March issue of *Mademoiselle*, with the theme, "New leather spectators."

Men's casual shoes will be promoted in a color spread in the May issue of *Esquire*. "Cool leather casual" will be the headline.

■ Teen-age shoes will be advertised in a color spread in the May *Seventeen*. "More beautiful in leather shoes" will be the theme, aimed at the segment of the population which buys the highest per capita pairage.

Children's shoes will be featured in a spread in the April issue of *Parents' Magazine* and the May issue of *Today's Health*. The *Parents'* ad will show dress styles; the *Today's Health* ad will emphasize the important roles played by the manufacturer in producing children's shoes and the retailer in fitting them properly.

The Father's Day promotion, the leather group's fourth consecutive one to date, will run in one of the women's books, to be selected later. The theme will be "White leather shoes for Father's Day."

W. B. Doner & Co., New York, is the agency. #

FC&B Adds Micro-Switch

Minneapolis-Honeywell's Micro-Switch division, Freeport, Ill., has named Foote, Cone & Belding, Chicago, to handle its advertising, effective Jan. 1. The account is now handled by Reincke, Meyer & Finn Chicago. FC&B has handled a number of major Minneapolis-Honeywell divisions since 1951.

THE
313,999 RESIDENTS
WITH
A SPENDABLE
INCOME OF
$588,989,000
IN
LANSING
MICHIGAN'S
VAST, NEW
MARKET AREA
WILL
SEE... HEAR... AND
BUY
WHAT
YOU HAVE TO SELL...
ON
WILS
WILX TV
REPRESENTED BY
VERNARD, RINTOUL
& M'CONNELL

"Where typesetting is still an art"

POWERFUL PERSUADER
a SERVICE-SET ad

Readers of your ads and mailers are susceptible to the influence of your message. So don't take chances, be sure your message reflects your best with typography by ***SERVICE****. Service Typographers are efficient and skillful at helping make ads sparkle with the right type treatment. A trial will convince you...* ***CALL***

SERVICE TYPOGRAPHERS, Inc., 723 So. Wells St., Chicago 7, Illinois... Phone **HA**rrison **7-8560.**

BBDO's 'Refusal' to Place Quiz Ad OK with Cortney

(Continued from Page 1)

AGE that he had submitted the ad to BBDO about two weeks ago for the agency's comments on the content and that he was not at that time ready to place the ad. Mr. Cortney said that Elliott Plowe, account supervisor for Coty, came to him and said, "I want to draw to your attention that we have served one of the accounts that sponsored one of the quiz shows, and it might be embarrassing to you if we handled the ad. It might be better if someone else placed it."

■ BBDO serviced the Revlon account when that company was a sponsor of CBS-TV's "$64,000 Question" and "$64,000 Challenge," shows now involved in the quiz hearings before a congressional subcommittee.

"If I had the slightest suspicion that BBDO was involved in the scandal," Mr. Cortney said, "of course, I would not hesitate to dismiss them." Mr. Cortney hastened to add, "But I am highly convinced of the agency's integrity and I have the highest respect for its president, Mr. Brower."

Mr. Cortney gave BBDO another vote of confidence when he said, "I would be willing to bet they will come out of this investigation highly clean."

■ A spokesman for BBDO told ADVERTISING AGE, "Any action regarding an agency change would have to be on Mr. Cortney's part." He said that as far as he knew the agency had no intention of dropping the account because of any hurt feelings.

With reference to a speech made by Mr. Cortney before the Sales Executives Club of New York earlier this week, the BBDO spokesman said that he was surprised by some of Mr. Cortney's statements which indicated that the agency may have been implicated in trying to stop him from making the speech.

In his speech and in a press conference held just prior to the speech, Mr. Cortney blasted the fraudulent tv quiz shows as an affront to the American people. He then offered his hands off entertainment policy to prevent future hoaxes.

■ Mr. Cortney told the Sales Executives Club, "I say it is high time those business men who sponsored and controlled, directly or indirectly, those fixed tv quiz shows, be called to answer before the congressional committee." He proposed that those sponsors be made to give their "illicit gains" to charity, in the fashion of what the British call "conscience money."

Quiz shows, he said, sacrificed everything for ratings. All they had to be was popular. He said the scandal had to happen to awaken people; not just the people responsible for the show, but those who watched.

■ "Business men who sell their products or services on radio and television must release all control, direct or indirect, on programs," Mr. Cortney said. "Stations and networks alone must control program content and thereby assume full responsibility for protection of public interest," he added.

"Censorship of programs is not the American way," the Coty head explained, "but if business men, advertising and tv executives do not clean their own house, the public will demand government intervention."

FRED J. HATCH *has been named a senior vp of MacManus, John & Adams, Bloomfield Hills, Mich. Mr. Hatch, a vp since 1950, heads the agency's industrial and commercial accounts group.*

(Coty put $745,040 into spot tv last year and $725,130 into spot for the first six months of '59. Not in network tv last year, Coty is spending about $250,000 this year for three network daytime shows on ABC.)

■ Philip J. Kelly, president of the Sales Executives Club, said that pressures from several parties were placed on the club to prevent Mr. Cortney from making his speech. Mr. Kelly would not mention any names, but he said that the pressures took the form of phone calls and letters, some inferring legal action if the speech were made. He said that these remarks were made by persons who felt that Mr. Cortney's statements might be a reflection on them.

Mr. Kelly also stated that pressure on the club's program chairman through some of his key clients resulted in his resignation. This, however, brought a sharp rebuttal from the former program chairman, Douglas Leigh, head of an outdoor advertising company of the same name. Mr. Leigh said, "I had no such contact, discussions or calls from any client pertaining to this or any other of the programs put on by the Sales Executives Club, and no pressures of any kind were brought to bear on me."

■ Mr. Leigh stated that he planned to resign two weeks ago because of the heavy demand of his own business. He added, "I feel that the program chairman of any organization should at least be consulted on the various programs—especially controversial ones—and since this was not done, I decided to delay my resignation no longer."

Mr. Kelly indicated that pressures also resulted in the withdrawal from the program by two speakers who were to share the rostrum with Mr. Cortney. Rev. Charles (Stony) Jackson, a big money winner on the "$64,000 Question," asked to be excused because of a "stomach ache." Mrs. Louis J. Robbins, vp of the National Council of Women of the U. S., bowed out for an undisclosed reason. #

NBC Boosts Three to New Posts at WNBQ, WMAQ

National Broadcasting Co. has promoted Robert Lemon to station manager of WNBQ, its Chicago tv outlet, and William Decker to manager of WMAQ, Chicago radio station, both new positions. At the same time, George W. Diefenderfer was named manager, national and local sales of WNBQ, filling the vacancy created by Mr. Decker's appointment. Mr. Diefenderfer will report to Mr. Lemon.

Mr. Lemon joined the NBC Chicago stations in 1958 as general executive. Mr. Decker joined WNBQ as director of sales in 1958. Mr. Diefenderfer joined NBC in Chicago in 1940.

Last Minute News Flashes

Doyle, Dane Picks Up BBDO Slice of Schenley Jan. 1

NEW YORK, Oct. 30—Schenley Industries Inc. will leave Batten, Barton, Durstine & Osborn Jan. 1 and has appointed Doyle Dane Bernbach to take over most of the brands handled by BBDO—Schenley Reserve, Sir John Schenley, Schenley OFC Canadian, and Schenley Smooth American gin. Unmentioned are Schenley Champion bourbon and Kintore scotch. DDB, which has been handling Schenley's Ancient Age, Cream of Kentucky, Old Stagg, James E. Pepper and Cresta Blanca wines, expects the move will roughly double its Schenley billings to about $7,000,000.

Bristol-Myers Tests Two New Products

NEW YORK, Oct. 30—Bristol-Myers Co. has two new test products on the market: Fortisun, a cold remedy on the West Coast, and an analgesic, Excedrin, in the Midwest. Spot tv and newspapers are being used. Young & Rubicam is the agency. Vacuettes, suppository laxative, another B-M test product handled by Y&R, was withdrawn several months ago. Fortisun comes in a 79¢ and $1.39 size. Excedrin is 29¢, 69¢ and $1.39.

Hamilton Mfg., Gibson May Switch to Creative Group

APPLETON, WIS., Oct. 30—Two Brady Co. accounts—Hamilton Mfg. Co. and Gibson Refrigerator Co.—are considering moving to Creative Group Inc., a new agency formed last week by four former Brady officers (AA, Oct. 26), and will make their decisions next week, AA learned today. Four Brady employes who switched to Creative Group Inc. this week include John S. Mahoney and Alan Hoppe, account executives, Don H. Frank, art director, and Keith Green, artist.

Pharmaco Moves Some Products to N. W. Ayer

KENILWORTH, N. J., Oct. 30—Pharmaco Inc. has moved advertising for Feen-A-Mint, Chooz, Correctol and Regutol out of Doherty, Clifford, Steers & Shenfield and into N. W. Ayer & Son, New York, effective Jan. 1. Neither the company nor Doherty, Clifford would comment on the move, which reportedly involves about $1,500,000 in billings.

GF Tests Post Oat Flakes on West Coast

WHITE PLAINS, N. Y., Oct. 30—General Foods is test marketing a new cereal, Post Oat Flakes, in Los Angeles, San Francisco, Portland and Seattle. The cereal is being advertised as a high protein food. Market expansion into mountain states is expected in a few weeks. Benton & Bowles, New York, is the agency.

Union Tank Car Appoints Earle Ludgin & Co.

CHICAGO, Oct. 30—Union Tank Car Co. has retained Earle Ludgin & Co. to handle a new corporate image ad program, which broke with a color spread in the Oct. 24 issue of *Business Week*. Other magazines will be added later. Union Tank had no previous agency.

Publishers 'Watching' Michigan Ad Tax Proposal

DETROIT, Oct. 30—The listing of a proposed 7% tax on newspaper advertising among some 30 suggested sources of new revenue to bolster Michigan finances has so far caused no great concern to publishers. Representatives of Detroit newspapers and of Booth Publishing Co., which operates dailies in eight Michigan cities, indicated they were watching reactions to the proposal, but as yet had made no countering moves.

Hearst Sues Newspaper Guild; Other Late News

• **Hearst Consolidated Publications** Friday (Oct. 30) filed a $3,000,000 libel suit in federal court against the American Newspaper Guild, charging the guild with publishing a false and defamatory statement Oct. 23 that Hearst's *New York Journal-American* would merge with the *New York World-Telegram & Sun*.

• **Gen. James H. Doolittle** has been named the recipient of the 1959 Silver Quill award by a selection committee of National Business Publications. The award, which is presented annually, will be given to Gen. Doolittle at a dinner scheduled for Jan. 21 at the Sheraton Park Hotel, Washington.

• **Richard S. Mulford** has been appointed to the newly-created post of director of advertising of Crowell-Collier Broadcasting, effective Nov. 2. Mr. Mulford, who previously operated his own advertising consultant company, will be in charge of advertising, promotion and research for all Crowell-Collier broadcast facilities.

• **Colgate-Palmolive Co.**, New York, has promoted Paul Byrne to new products manager of the toilet articles division, succeeding Remus Harris, who has resigned. With C-P since 1955, Mr. Byrne has been product manager on Cashmere Bouquet talcum powder and beauty preparations, Palmolive Rapid Shave and men's line, a post which remains unfilled. In his new job he will seek out new products and handle their market introductions.

• **Einson-Freeman Co.**, New York lithographer, has realigned its creative and selling policies, following the resignation of six key executives (AA, Oct. 26). Alexander Stauf has been promoted to chief art director and Philip Kaplan, another veteran art director at the company, has been named to supervisory responsibilities with Mr. Stauf. Additional executive appointments are expected within the next two weeks.

• **Substantial increases in withdrawal and postponement** of newspaper and spot radio ads by auto makers were noted this week as the steel shortage increases. Magazines and outdoor, previously protected by longer-range contracts, will be vulnerable soon.

• **Howard H. Monk & Associates**, Rockford, Ill., has named John W. Glynn, Malcolm Lund, and Marshall G. Walther vps. All have been account supervisors. With Howard H. Monk, president, they will constitute a new executive committee for the agency. Mr. Glynn has been with the agency for eight years. Mr. Lund came to Monk last February, after nine years with Tatham-Laird, Chicago. Mr. Walther joined the agency in 1957, following 20 years with Russell T. Gray Inc., Chicago.

• **Toronto Globe & Mail** has opened a New York office at 33 W. 42nd St. Dewitt Dingman, manager of the office, said services of the newspaper's representative, Shannon Associates, will be discontinued after Nov. 21.

Ike's Ire Seen Triggering U. S. Clampdown on TV

(Continued from Page 1)

program packagers and advertising executives in an effort to determine whether sponsors were parties to the quiz "mess."

■ The committee is not revealing the witness list for next week's hearings. However, it is known that officials of Entertainment Productions Inc., producer of "$64,000 Question" and "$64,000 Challenge," have been instructed to be on hand Tuesday, and that Robert Foreman, exec vp of BBDO, formerly agency for Revlon, has been "invited" to be here Wednesday. Mr. Foreman is also author of the book "The Hot Half Hour," a novel about a quiz program.

■ Full scope of the Justice Department's quiz has been shielded by the fact that discussions are being conducted in private. It has been learned, however, that deceptive commercials are a priority item in the Justice Department study, and that the interest in cleaning up tv commercials has been traced, according to reliable sources, directly to President Eisenhower.

News that the Justice Department was under instructions to learn whether the government failed to exercise available regulatory authority which would have averted the quiz scandal had been released by the President at a press conference last week.

Now it is understood that the President's concern extends beyond programming. Reportedly he has suggested that the Justice Department inquire about reports of widespread deception in tv commercials. He also has asked why tv has so many commercials, and why they are spotted throughout the programs.

■ The importance which is being accorded the Justice Department study was indicated by the cast of top officials who participated at meetings yesterday morning with top CBS officials, and in the afternoon with their opposites from NBC.

In addition to Attorney General William Rogers, the Justice Department contingent included Deputy Attorney General Lawrence Walsh; Robert Bicks, acting antitrust chief; Malcolm Wilkey, assistant attorney general for the criminal division; and Robert Kramer, chief of the department's office of legal counsel. CBS officials invited for the morning session included CBS President Frank Stanton and CBS Chief Counsel Thomas Fisher. The National Broadcasting Co. visitors in the afternoon were headed by NBC President Robert Kintner.

■ Originally billed as an effort to find safeguards against deceptive programming, the Justice Dept. study quickly expanded into an analysis of existing machinery for dealing with deceptive advertising.

Long-smouldering differences of opinion between the Justice Dept. staff and the regulatory agencies were flaring up. The usefulness of regulatory agencies like the FTC and the Federal Communications Commission was being questioned, and the effectiveness of existing laws on false advertising was being discussed.

Within the department, there have long been some who feel that cease and desist orders from the FTC are inadequate in deterring false advertising. #

EXHIBIT I. TEN-YEAR RECORD OF ADVERTISING AGENCIES' COSTS AND PROFITS

(Per cent of gross income unless otherwise stated)

	1949	1950	1951	1952	1953	1954	1955	1956	1957	1958
Number of agencies represented	160	167	188	197	207	213	211	213	222	239
Rent and depreciation	6.08%	5.94%	5.93%	6.03%	5.93%	6.03%	6.09%	6.32%	6.69%	7.20%
Taxes (other than U.S. income)	1.36	1.64	1.68	1.47	1.45	1.47	1.58	1.65	1.71	1.72
Other operating expense	13.30	13.31	14.16	14.50	14.40	13.96	13.58	13.69	13.92	14.51
Total payroll	71.36	69.80	68.57	68.62	68.63	69.87	69.10	68.58	69.86	70.30
Payments into pension or profit-sharing plans	0.76	0.78	0.81	0.65	0.88	0.91	1.10	1.42	1.31	1.17
Insurance for employee benefit	0.13	0.13	0.14	0.19	0.21	0.34	0.34	0.41	0.42	0.45
Total expenses	92.99	91.60	91.29	91.46	91.50	92.48	91.79	92.07	93.91	95.35
Profit before U.S. income tax	7.01	8.40	8.71	8.54	8.50	7.52	8.21	7.93	6.09	4.65
U.S. income tax	1.70	2.01	2.54	2.29	2.40	2.11	2.70	2.74	1.98	1.42
Net profit (as percentage of gross income)*	5.31	6.39	6.17	6.25	6.10	5.41	5.51	5.19	4.11	3.23
Net profit (as percentage of sales — i.e., billing)	0.97	1.16	1.13	1.14	1.11	0.98	1.00	0.94	0.75	0.59

* Gross income comprises commissions, agencies' service charges, and fees.

SOURCE: Annual studies of advertising agencies' costs and profits conducted by American Association of Advertising Agencies. Figures are averages for agencies of all sizes. Agencies included handled close to two thirds of the billing of the entire advertising agency business in the United States.

Agency Profit Dipped to 3.23% in '58: Gamble

(*Continued from Page* 1)

cy profit margins have been declining steadily since 1944, when they averaged 9.03% on gross income. This decline, he points out, has run counter to the upward trends in national advertising volume and total billings of agencies.

■ Gross income represents media commissions received by agencies, plus all fees and charges. A table accompanying Mr. Gamble's article shows that in terms of billings, agency profits skidded from 1.16% in 1950 to 0.59% last year.

Mr. Gamble attributes the squeeze on profits to two factors—television and collateral services.

With regard to television, he points out: "It is hardly happenstance that the slide in agency profit margins has coincided almost exactly with the growth of this new medium."

Mr. Gamble notes that tv advertising requires high-salaried people—producers, musical directors, stylists, comic strip artists, animators and various technical experts—and "as the medium has grown, the high manpower cost of production has narrowed profit margins for many agencies."

■ The Four A's president rejects the idea, which he says has "gained some currency," that television is a "gravy train" for agencies. He reports that one agency executive described television as an "ogre" and cites another who estimated that tv advertising requires five man-hours of work for every man-hour put into a similar budget in other media.

With regard to collateral services, Mr. Gamble notes that one of these—research—is used far more commonly today than 15 years ago. He reports that a chairman of a large agency recently told him, "Judgment has gone out the window; every ad has to be tested these days and then revised in accordance with our findings."

Mr. Gamble points out that there are no standard rules governing compensation of agencies for these new services. He reports that collectively agency fees and charges now come to about one-third of gross income, but he quickly adds that this averaged-out figure is "misleading."

■ Large agencies, he explains, generally get 80% of their income from commissions, while in some small agencies income from fees and charges may exceed the commissions from media.

"This suggests," Mr. Gamble adds, "that, for the most part, smaller agencies at least cover their costs for collateral services and possibly earn a profit on them, because they cannot afford to do otherwise; while larger agencies absorb at least some of the cost of collateral services because of the substantial commissions on multi-million dollar accounts."

Mr. Gamble does say that agencies, taken as a whole, are getting a higher proportion of their income from fees and charges, and he expects this trend to continue. He reports that in 1958 compensation from fees and charges rose from 32.7% to 34.2% of gross income. This indicates, he writes, "that agencies and clients are working out ways of adequately compensating the agency for collateral services."

■ Two other factors cited by Mr. Gamble as contributing to the profit squeeze are payroll costs and rent and depreciation. He points out that the advertising business is characterized by "severe competition for the services of a limited number of highly talented creative and technical people," and he expects this competition to continue. Payrolls, pension plans and profit-sharing plans regularly account for 70% of all agency costs, Mr. Gamble reports.

"In 1958," Mr. Gamble adds, "rent and depreciation accounted for a larger percentage of jump in costs than payroll or any other expense items. This was due primarily to increasing rental rates, but also reflected the need on the part of some agencies to take larger quarters."

■ Noting that the agency business is a peculiarly high-risk business, compared with other businesses, Mr. Gamble says agencies must improve their profit margins to guard against sudden hazards. He says experience has shown that a medium-size agency requires net current assets equal to at least 50% of monthly billings.

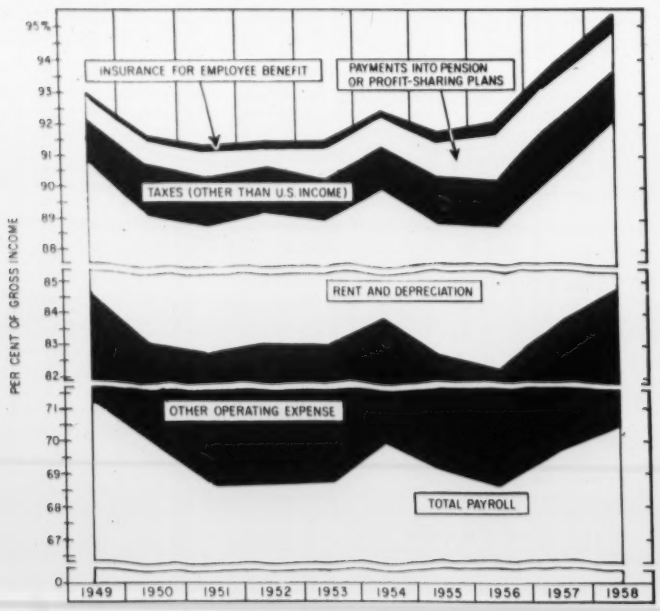
"If an agency is to maintain such a modest ratio when it increases its billing by as little as 10% in one year," Mr. Gamble writes, "it must earn and keep 3.33% of its gross income after taxes for this purpose alone . . . The return last year, even if it were all left in the business, fell short of 3.33%."

The Four A's president reports that agencies have been doing a great deal to improve the efficiency of their operations. He cites improved recruiting methods, development of training programs, extension of management responsibility to second-line and third-line executives, creation of separate administrative divisions and use of outside management counsels.

■ Mr. Gamble points with pride to the increased productivity per employe. He reports that in 1949 Four A's agencies employed 18,000 people and the estimated business per employe was $63,700; in 1958, there were 39,000 employes in Four A's agencies, and each accounted for $82,400 in billings.

Mr. Gamble concludes his article with the hope that the agency profit margin will reverse its decline this year. Agency management practices have been "severely" re-examined, he points out, as a result of the sharp decline in margins.

"Agency managements are shooting for a degree of efficiency that will enable them to operate at reasonable profit levels even when their volume advances slowly or stands still," he adds. "Nobody knows yet whether this is possible, but 1959 profit results will indicate how much progress has been made in this direction." #



Brandwein to Katz Co.

Rowland Brandwein, formerly with Paul Rowland Inc., has joined Joseph Katz Co., New York, as merchandising director.

Necco Uses Quiz to Pick Agency Finalists

(*Continued from Page* 2)

uct is probably Necco wafers. Among its other brands are Bolster, Canada Mints, Sky Bar, Rolo and Lovell & Covels Candy Cupboard.

The prospective agencies have been informed that Necco plans to announce its decision by Jan. 1. The company expects to introduce several new products next year.

Mr. Coffin said today that the questionnaire sent out by Necco was "cribbed" from several sources, with some contributions of his own. He conceded that several of the questions were "designed intentionally to lead people astray—perhaps make them say something they might not want to say."

The solicited agencies were told that "the questionnaire, although long, was designed to give a fairly complete picture of your operation."

■ Following is the Necco questionnaire:

I. Growth

How long has your agency been established? What have been your billings, number of accounts, number of employes, by year, since 1948?

II. Account History

List of accounts that you have lost since 1948. General comments regarding reasons for loss. Average number of years handling all present accounts.

III. Manpower

Please show organization chart and list names and job functions of all individuals that would be assigned to our account.

IV. Experience

What experience have you had in the candy field? What experience does the agency have which you feel is pertinent to the marketing of our products?

V. Campaign Planning

What evidence do you have to show of your ability to analyze and interpret facts and conditions affecting a marketing problem in order to arrive at sound conclusions? In what form do you usually present a recommendation and how frequently does this occur? What subjects do you believe a recommendation should include?

VI. Creative Ability

Do you have examples of your creative ability to solve problems and develop sound ideas of value in gaining competitive advantage for your clients? In what areas do you think it is possible to be creative?

VII. Media

The number of people in your media group. Their age and depth of experience. What is considered the most important single value obtained when buying space or time?

VIII. Sales Promotion

For how many of your consumer accounts do you prepare sales promotional material? Do you have examples of some of the current materials you have prepared and executed? What do you consider the function of sales promotion?

IX. Research

How important a tool in marketing do you consider research? Do you have a fulltime, full-salaried research department? If so, do you offer any unusual services not regularly available from other advertising agencies? What type of research do you regularly use for consumer accounts and how has it been used recently for the benefit of your clients? Do you regularly carry on any general consumer research as a contribution to the over-all marketing knowledge of your clients?

X. Product Publicity and Public Relations

These are highly specialized activities. Do you have a department which can handle a full-fledged program? Do you normally make contributions in this area for your regular consumer clients? Do you have any general opinion of the value of publicity and public relations, and what share of a total marketing budget do you believe would be wise to be spent in this area?

XI. Contact

Who would be the account executive on our account? How many other accounts would he be handling? What special qualification does he have for handling this account? If he works on more than one account, what percentage of his time would be devoted to servicing our account? Would we have an account supervisor as well as an account executive? Do any of your principals actually handle accounts and, if so, would we have access to them under practical working arrangements? Do you have branch offices? Are they only for contact, or do they give complete agency service?

XII. Technique

Do you operate on a plans board or service group setup for planning basic policy recommendations? Is it done by the account executive? Is the account executive the copywriter on his account, or is he only a client contact man?

XIII. Philosophy

What is the basic philosophy of your agency and how, in your opinion, would that philosophy be put to work on our account? #

BBDO Gains as General Mills Unifies Accounts

(*Continued from Page* 1)

is the product lineup for the affected agencies as of June 1, 1960:

• Batten, Barton, Durstine & Osborn, New York—Betty Crocker cake mixes, pancake mix, muffin mix, cream puff mix, frosting mixes, meringue mix, cookie mixes, Boston cream pie, pudding mixes, chocolate cake roll mix, Answer cake, Cake 'n Frosting mix, pie crust mix, Softasilk cake flour.

• Dancer-Fitzgerald-Sample, New York—Gold Medal flour, Red Brand and other regional flour brands, Hi Pro, Cheerios, Cocoa Puffs, Kix, Trix, Sugar Jets, Caramel Puffs, O-Cel-O sponges.

• Tatham-Laird, Chicago—Surechamp dog food and other pet foods.

• Knox Reeves Advertising, Minneapolis—Wheaties, Protein Plus, Wheathearts (eastern region), refrigerated pizza and breadsticks, Bisquick and Puffin refrigerated biscuits, Bisquick, Betty Crocker instant mashed potatoes, chemical division, Pick-A-Pack, special commodities division, Sno-Flok, flour division, oilseeds division, institutional products division, mechanical division.

• Klau-Van Pietersom, Milwaukee, continues to handle the Larro feeds division. #

Newspapers Must Offer More Local Services: Wilcox

(Continued from Page 3)

paper, "but we should never let

"If an advertiser is not getting good results from his ads, we should try to find out why. We should hold ourselves responsible for all advertising in our newspapers," Mr. Wilcox said.

■ Magazines with regional editions pose a threat to newspapers, especially as far as retail food stores and chains are concerned, according to J. R. Hudson, promotion manager of the *Des Moines Register* and *Tribune*.

While pointing out that magazines do not offer serious circulation competition to newspapers in a particular market, Mr. Hudson warned that some retail advertisers might be lured away from newspapers because of the prestige of magazines.

Mr. Hudson offered the following five points as methods to combat magazines: (1) Show advertisers the weakness of magazine circulation in a certain city, (2) sell the editorial values of the newspaper, (3) stress the flexibility and later deadlines of dailies, (4) learn the real story and power of Audit Bureau of Circulations, and (5) convince advertisers that newspaper supplements offer the same color reproduction and prestige as magazines.

■ Irwin Maier, exec vp and publisher of the *Milwaukee Journal*, charged that too much promotional advertising today is intended to shock people.

"Advertising today takes more study, interpretation and understanding," Mr. Maier said in his keynote speech.

"Some of us have tried to keep up with radio and television promotion. I sometimes think we are trying to keep up with the wrong things."

Mr. Maier asserted that "newspapers need and deserve better selling" and he urged newspaper men to "sell it positively, not negatively."

Turning to research, Mr. Maier urged his audience to "beware of the super-scientific approach to simple problems." He advised newspaper men to "keep their feet on the ground" as far as research is concerned.

The *Journal* publisher acknowledged that newspaper features are a desirable part of a newspaper, "but we should never let them become monsters that dictate how we run the newspaper."

■ The most effective weapon newspapers can employ against shopping weeklies is personal calls on advertisers in the shoppers, according to Robert D. Adams, promotion manager of the Fort Wayne Newspapers.

"You must tell these advertisers about your verified ABC circulation figures," Mr. Adams said, "and point out that shoppers do not offer them any guaranteed circulation."

■ Spot radio advertising did not do an effective job for retail merchants in Flint, Mich., last year when newspapers were shut down because of a strike, according to Wayne Alexander, of the *Flint Journal*.

Merchants turned to radio at first but later abandoned it in favor of publishing their own newspaper, which was printed in Detroit, Mr. Alexander said.

Classified advertising in telephone books is the strongest competitor of newspapers in Flint, he said, and he warned that the medium has made great strides in recent years. Arthur J. Keeney, of the *Canton Repository*, told the convention that "the Yellow Pages will sell $750,000 worth of advertising in Canton this year."

■ Mr. Keeney is the new president of the central region NNPA, succeeding Robert N. Weed, *Minneapolis Star* and *Tribune*. Other new officers include John F. Newman, *Battle Creek Enquirer* and *News*, 1st vp; Robert J. McBride Jr., *Detroit Free Press*, 2nd vp; and Paul Hirt, *Chicago Sun-Times*, secretary-treasurer. #

'N.Y. News' Boosts Duckworth

Roy D. Duckworth Jr. has been promoted from the national ad staff to classified display ad manager of the *New York News*, succeeding Richard S. Tincher, who died recently. At the same time the *News* has opened a Philadelphia ad office at 1405 Locust St. Paul E. Eberhardt Jr. will represent the newspaper in the city.

Leo Burnett Elects 3 VPs

Leo Burnett Co., Chicago, has appointed Neil R. McBain, Eugene L. Kolkey and George Hamm vps. Mr. McBain and Mr. Kolkey are publication art supervisors. Mr. Hamm is an account supervisor.

Laskowski Fildey Hudson Burns

CHATTER—*Relaxing during a social break at the National Newspaper Promotion Assn. central region convention in Milwaukee were Dale Laskowski, Pantagraph, Bloomington, Ill.; Hal Fildey, Lansing State Journal; J. R. Hudson, Des Moines Register & Tribune, and James C. Burns, London Free Press.*

Ad Council Sets Anti-Inflation Push

LOS ANGELES, Oct. 29—The Advertising Council today announced plans for a new anti-inflation campaign.

The "sound dollar" campaign, expected to begin in January, will feature the theme that "America does not need to have dollar-eating inflation in order to grow."

Robert M. Gray, ad manager of Esso Standard Oil, will be the volunteer coordinator on the campaign, and McCann-Erickson will serve as the volunteer agency. The council expects media to donate "several million dollars' worth" of free advertising space and time.

Plans for the campaign were announced by the council's board of directors, meeting here today.

The decision to embark on an anti-inflation program represents somewhat of a reversal by the council.

■ John Sterling, chairman of the council, pointed out recently that inflation would be a difficult subject for the council to attack, because it has political overtones.

The council, however, is taking careful precautions lest the campaign give comfort to any one economic group or political party. It will use as its authority the conclusions reached by 64 representatives of business, labor, education and government, who met last spring under the auspices of the American Assembly, of Columbia University.

In addition, all ads will be screened by a three-man committee representing the public, business and labor. Serving on this committee are Dr. Henry Wriston, former president of Brown University and now executive director of the American Assembly; Benjamin J. Buttenwieser, partner in Kuhn, Loeb & Co., and Stanley Ruttenberg, research director of the AFL-CIO.

■ The council pointed out today that last spring's American Assembly produced agreement among business and labor that "the country should and could have rapid growth while avoiding inflation."

The council campaign thus will stress the growth factor, as well as the anti-inflation theme. In the past, labor groups have been wary of anti-inflation crusades, on the ground that they emphasized the "sound dollar" without stressing the importance of continued economic expansion. #

8 More Battery Sellers to Tone Down Guarantee Claims

WASHINGTON, Oct. 27—The Federal Trade Commission reported eight more sellers of automobile batteries have agreed to abstain from implying that their guarantees are more comprehensive than they really are.

The eight are Economy Auto Stores Inc., Atlanta; Scanton Cellomatic Battery Corp., Archbald, Pa.; Aid Stores Inc., Woodsife, N. Y.; William S. Moore Inc., Newark; Coast to Coast Stores Central Organization Inc., Minneapolis; Nic-L-Silver Battery Co., Santa Ana, Cal.; Ward International Inc., Los Angeles; and Auto-Lec Stores, New Orleans. #

Arndt, Preston Adds Houbigant

Houbigant Sales Corp., New York, has appointed Arndt, Preston, Chapin, Lamb & Keen, New York division, to handle advertising and promotion for all of its fragrance lines. The account was formerly with Ellington & Co. Joan Heller, account executive on Houbigant at Ellington, has joined Arndt, Preston as account manager.

Macfadden Profits Up

Net profit of Macfadden Publications Inc. for the nine-month period ended Sept. 30 was $530,700, as against $412,321 reported for the same period last year, according to a report issued by the company.

Canadair Shifts to EWRR from Walsh Agency

(Continued from Page 1)

devoted to the CL-44, the agency will also direct campaigns for Canadair's training and fighter planes.

■ Both the company and the agency refused to divulge billings for the coming year, but informed trade sources believe that the account will be billing upward of $350,000. Canadair has been spending about $300,000 a year on advertising.

Canadair already has signed up Slick Airways, Seaboard & Western and Flying Tigers for the CL-44. These are the three biggest non-scheduled freight carriers in the world.

Canada and Canadair hope that the unit will become a bigger export factor than it is at present, with the result that advertising men here feel that this is a chance for EWRR to show its mettle, both in Canada and the U.S.

■ Canadair would like nothing better than a contract with Pan American World Airways, which, along with Slick, had signed tentative orders for the Hercules. Final signing depended, however, on Lockheed getting an order from the U.S. Air Force.

When the Pentagon did not come through by the end of September, Slick dropped its Lockheed contract and went to Canadair, which now has 21 firm offers for the civilian version and a Royal Canadian Air Force order for 12. #

Dade County Publishes Miami Manufacturers Directory

Dade County Development Department, Miami, has published its 1959 directory of "Metropolitan Miami Manufacturers," which lists 2,403 manufacturing plants of the area alphabetically by name as well as by products under the Standard Industrial Classification format. Priced at $3.50 per copy, the directory is available from Dade County Development Department, 345 N.E. 2nd Ave., Miami. Checks and money orders should be made payable to Dade County.

Lau Blower Names Burnapp

Lau Blower Co., Dayton, has named David K. Burnapp Advertising, Dayton, to handle its advertising. Jay H. Maish Co., Marion, O., is the former agency of record.

Black, Little Adds One

Thrift Builders Inc., New York, specialist in bank and financial institutions promotion, has appointed Black, Little & Co., Newark, to handle its advertising.

Irwin Conlee Hertel Truax Henes Hirt Adams Tedesco Lindsey Anderson Dent Granros

NEWSPAPER PROMOTERS—*Greeting each other during pre-business-session gatherings at the central region convention of the National Newspaper Promotion Assn. in Milwaukee were Joel Irwin, Cincinnati Enquirer; C. R. Conlee, Milwaukee Journal; Andy Hertel, Milwaukee Sentinel; Earl Truax Jr., St. Paul Dispatch-Pioneer Press; David E. Henes, Detroit Free Press; Paul Hirt, Chicago Sun-Times; Robert D. Adams, Ft. Wayne Newspapers; George Tedesco, Michigan City News-Dispatch; Dave Lindsey, Chicago Daily News; Lloyd Anderson, Indianapolis Times; Jim Dent, Charleston Gazette & Mail, and Marshall Granros, Appleton Post Crescent.*

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1959 47,344

HELP WANTED

EDITORIAL RESEARCH ASSOCIATE
The right person for this job is a young man interested in joining the staff of a trade publication and becoming an expert in media analysis and the markets served by industrial trade publications. He has an aptitude for simple statistical analysis and the ability to set up his own systems and methods for accomplishing assigned projects.
Box 3082, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MEDIA DIRECTOR, for fast growing Louisville agency, billing approximately two million. Must have experience and be capable of developing complete and sound media programs with reasons why. This could be an opportunity for a man or woman who may be assistant media director in a larger agency. Salary $5,000 to $8,000 depending on experience and background.
Box 3055, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PACKAGE DESIGNER
Unlimited opportunity for a creative senior package designer in a youthful, progressive design organization. Nominal client servicing. Send complete resume to **Smith, Scherr & McDermott, 39 South Miller Road, Akron 13, Ohio.**

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

Assistant Wanted in Merchandising-Promotion department of South's leading magazine. Must have experience-proven ability in copy writing layout and creation of ideas. Need ability to produce volumé of concise, sparkling letters. Starting salary around $7000, depending on qualifications. Real opportunity to advance. Should prefer to live in South. Address. **Elden Tuttle, The Progressive Farmer, Birmingham 2, Alabama**

ADMIN. ASST. TO Dir. of TV Film Progrm'g & Distribn. in world-wide organizn. Fine opp. for advance't in growth co., including Prof. Sharg. & other benefits. Location: Chicago. Write
Box 3105, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MEDIA ESTIMATOR
Pref. with TV experience for large 4A agency. Five days, 9-5. Non-contributory profit sharing and contributory group insurance. Salary $350.
Miss, George, Tatham-Laird, Inc.
420 Lexington Ave., New York, New York

Man wanted to organize and manage advertising agency in prosperous Central Texas city of 120,000. Will be paid salary and given substantial share of ownership. We are a well established corporation, highly respected in our field. Give complete details, background, salary requirements.
Box 3083, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER
To write advertisements and collateral material on blue-chip industrial accounts. Creative ability and writing experience are essential. Please submit resume and salary requirements in first letter.
THE RUMRILL COMPANY, INC., 1895 Mt. Hope Avenue, Rochester 20, N. Y.

MOLENE PERSONNEL SERVICE
publicity ..... editors
advg. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist, which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

PUBLIC RELATIONS. Large national industrial and commercial real estate organization, headquartered in eastern metropolis, has full time post for creative, aggressive and resourceful public relations man with proven record of results. Write full details first letter. All replies confidential.
Box 3086, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING AGENCY ACCOUNT EXECUTIVE OPPORTUNITY
You will serve clients who are accustomed to top flight service and who have been associated with us for several years. Other assignments will provide opportunity for you to demonstrate the abilities that will assure your growing with this soundly organized and well established agency.
QUALIFICATIONS
Consumer goods experience, with ability to originate selling ideas, is essential.
SUPPORT
Your efforts will be supplemented by a talented creative group plus an experienced staff of marketing experts.
COMPENSATION
Commensurate with ability and experience.
Please send complete resume together with a recent snapshop and samples of your work if you like. Applications will be held in strictest confidence.
BAKER/JOHNSON & DICKINSON
740 N. Plankinton Avenue
Milwaukee 3, Wisconsin

Space salesman to work out of Chicago office of New York publisher. Multiple publications. Salary $6,500.00 plus all expenses.
Box 3087, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALESMAN
30 year old young men's monthly publication now expanding, offers excellent opportunity on full or part time commission basis. Openings in New York, Boston, Philadelphia, Chicago and Los Angeles. If you have or can obtain accounts in the home study, mutual fund, book club, publishing, fund raising, recruitment or men's apparel field, write in confidence. No salesmen are now employed. Publication carries advertising from many leaders in American industry. Territories nearly all are wide open. All replies will be answered promptly.
Box 3088, ADVERTISING AGE
630 Third Ave., New York 17, New York

YOUNG WRITER
With technical writing ability for public relations department prominent manufacturer of capital goods. Prefer man with some PR experience with private company or trade paper. Applicants from Chicago area only. Send detailed resume. State salary desired.
Box 3089, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALESMAN WANTED
National monthly magazine has opening on its New York staff for experienced advertising salesman. Salary and bonus. Outline experience in letter.
Box 3090, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADV-PROM. MGR.
To work for company in food field, with national distribution. Requires creativity, versatility. You run a 1-man department. Offers opportunity, challenge, and earning potential. Reply
Box 3091, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLIC RELATIONS MANAGER
for national association with headquarters in Dayton, Ohio. Prefer man with association and/or industrial experience skilled in planning and conducting PR program. Send complete resume, photo, salary requirements and availability in first letter.
Box 3092, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AGENCY EXPANDING
Openings for brilliant ad-designers, copywriters, T.V.-Radio writers-producers, media, research. Airline account experience desirable. Send resume immediately with snapshot. Must be able to relocate in Florida. Write
Box 3084, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALESMAN with contacts National Accounts for new, but proven, advertising medium. We have a medium with an established 65% renewal record on a local basis. Presently serving 'accounts in 43 States. Connected with bowling industry (bowling score sheets or acetate telescore sheets). 1,000 bowling lanes under contract at present. An ideal medium for National Accounts that want to receive good coverage. Contact; **Walter F. Peabody, 1160 N. E. 24th Court, Fort Lauderdale, Florida.**

LAYOUT ARTIST
Fine opportunity for layout artist with experience or interest in packaging field. Leading midwest food company has excellent job opportunity with outstanding benefits and working conditions. Send resume and salary requirements to:
Box 3085, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

LAYOUT ARTIST-DESIGNER DESIRES NEW CREATIVE CHALLENGE . . .
to visual ideas, art and enthusiasm. 6 yrs. Chicago studios, 5 yrs. art director printer's 4 man studio. 38, married.
Box 3093, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

$200,000 NEEDS A HOME
AE with highgrade billing and solid agency background seeks spot with good creative talent where his demonstrated new business ability can spark overall growth.
Box 3098, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE ART DIRECTOR WANTS AGENCY JOB
College degree, Studio, Printing House, Agency experience. Will send resume—fly for interview—move for opportunity.
Box 3095, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

VERSATILE CREATIVE ARTIST
all media, layout, art, production.
Box 3094, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

LAYOUT/ART DIRECTOR/4-A/10 YRS.
BFA. Contemporary design. Maturity and background—with imagination. $10,000.
Box 3096, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED A.M.
Recent mgmt change wants new face. Available Nov. 16th. Now Div. A.M. Broad exper, indust, retail. 5 yrs coll. Age 33.
Box 3097, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EASTERN SPACEMAN WANTS PUBLICATION NOW IN ORBIT
No launching pad dud but a real payload publication a seasoned industrial spaceman can proudly ride through New York or Eastern Territory successfully proclaiming its merits against all others in return for respectable 5 figure salary.
Box 3099, ADVERTISING AGE
630 Third Ave., New York 17, New York

THE IDEAL ASSISTANT FOR A LAZY PUBLISHER
Now advertising manager of industrial magazine and have eighteen years broad publishing experience. If you can offer challenging post write for resume.
Box 3101, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

GIRL MONDAY-THRU-FRIDAY
Mature, reliable, 15 years diversified agency experience. Seeks challenging, responsible job as secretary-assistant-factotum to busy Chicago agency exec.
Box 3100, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

N.Y. FREELANCE COPYWRITER with agency background. Solid, successful experience retail fashion, home furnishings for leading department and specialty stores. Experience all media. **TOBY RAWSON, 3515 Henry Hudson Pky., New York 63, N. Y.**

POSITIONS WANTED

CREATIVE, SALES-MINDED COPYMAN CAUGHT IN AGENCY CUTBACK
Productive self-starter with plenty of drive and potential. Graphic thinker who writes "consumer-conscious" selling copy that really scores where it counts—at the cash register. Variety of copy, merch exp. incl pots, pans to paint, perfume. Diversified small agcy exp well spent—now ready to pay dividends. Chicago. 28; married. Write
A. D., Box 3002 Merchandise Mart
Chicago 54, Illinois

COPYWRITER
Unique background in media analysis and presentation . . . crisp, definitive copy that sells. Employed, want greater responsibility, opportunity.
Box 3067, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLICITY . . . Expert assn. & group PR man available on free lance basis. Own office. Keen prom. backg'd. Tops in org' trade show press setup.
Box 3062, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES AVAILABLE

EASTERN ADV. REP . . . Top mag' mgt. backg'd. NYC office. Excellent refs. Deliver full sales potential for solid pub.
Box 3061, ADVERTISING AGE
630 Third Ave., New York 17, New York

Established publishers representatives, with a fine record excellent staff and a history of being a leading producer—seeks to represent a solid publication, either trade or consumer—our office is in New York, we cover the Eastern territory.
Box 3102, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

FOOD PUBLICATION FOR SALE.
Approv. $¼ Million Annual Gross Ad billing. Valued at $250,000. Worth looking into. Principals only.
Box 3030, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

Color reproductions, catalogue sheets, fast service, top quality.
Skokie Colorgraph
Morton Grove 8, Illinois

MEMO TO ADVERTISING AGENCIES
Want to own your own home & pay no more than you now pay in rent? Will sell on contract 3 story office bldg., 4000 sq. ft., located Nr. North Chgo., corner Ontario & Dearborn St. Bldg. already producing revenue. Seling price $60,000 modest down payment & 10 yrs. to pay at 6%.
Box 3103, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANTED
SHELDON M. HEIMAN
Reward (A Teeny One)
phone JOHN de PAUL HANSEN

Employed trade paper sales executive with many years of successful experience available for consulting work as present occupation allows some spare time.
Box 3104 ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

$200,000 BILLING SEEKS MATE . . .
Agency (principal and gal Friday) billing $200,000 seeks merger with similar operation for combined thinking, servicing, expansion. All replies in strictest confidence.
Box 792, Advertising Age
200 E. Illinois, Chicago, Ill.

MERGER
Unusual small agency would join fully staffed, well financed outfit of good repute, to free our detail-burdened pres. & vice pres. both proven brilliant, capable, experienced, for new business development, etc. Confidence respected. Box 793, Advertising Age, 630 Third Avenue, New York 17, New York.

ART DIRECTOR FOR MIAMI AGENCY
One of Miami's leading agencies needs experienced art director who can produce crisp layouts himself, knows production, has managerial ability.
A real chance for you to enjoy the finest climate and to grow with an expanding agency with diversified consumer, resort, trade accounts. Start in low five figures, plus profit-sharing. Air mail resume, personal details.
BOX 3971, MIAMI 1, FLORIDA

COPYWRITER WANTED WITH MAIL ORDER KNOW-HOW
Well established agency in fast-growing Syracuse, N. Y. has an interesting copy-job opening for a man strong in inquiry pulling copy. There's an opportunity here to grow fast into a broader area of copy-contact in trade-paper, consumer magazine and even into TV if you're so inclined.
Congenial group — pleasant town. Send resume, salary requirement and one sample proof indicating what you did and why.
write "President"
SPITZ ADVERTISING AGENCY
530 OAK STREET
Syracuse, New York

Outstanding Marketing Opportunity

The Job—A program of expansion for consumer products has made it necessary for us to enlarge the Marketing Department of our Dallas General Office with a man who can assume the responsibility for the planning and execution of all phases of marketing for highly competitive food products. This position will involve working closely with other departments within the Company, as well as our advertising agency and other outside groups on copy and other media strategy, promotion plans, package design, consumer and market research, and product development.

Our Requirements—The man we want should be a college graduate under 30 years of age and should have several years experience in the advertising, promoting, and marketing of high-volume brands in the grocery or drug field, either with a major manufacturer or with an advertising agency.

The Opportunity—For the right man we offer outstanding growth and advancement opportunities. Initial salary commensurate with experience and qualifications.

Our staff knows of this ad. Please write in confidence, giving full information on education, experience, and current salary. Address Marketing Operations Manager, Anderson, Clayton & Co. Foods Division, P. O. Box 35, Dallas 21, Texas.

TALENT TO MATCH TITLES
Motion picture writer-director producer VP. Exp. public service TV includes network originations, international distribution. Meaningful recognition. Formerly creative dir.-AE medium sized AD-PR co. Early thirties, married, children. Desire top opportunity. Location no problem.
Box 787, ADVERTISING Age
630 Third Ave., New York 17, N. Y.

the whole egg

We are a leading N·Y ad agency, bursting at the seams with growth, and we need some more writers. Our idea of a writer is *not* someone for whom a day's work is the creation of a single fragile, trembling headline for a perfume ad. Our idea of a writer is the whole egg—someone who can take a problem, get an idea, put it down on paper freshly and with subjects and predicates yet, see to it that all the mandatories are there, shepherd it through the art department, swiftly incorporate client changes; in short to fuss over it like a mother hen (to mix the metaphor, but appropriately) till the day the ad actually runs or the TV commercial appears on the air. We want understanders-of and copers-with the whole problem. We don't believe in a great creative hierarchy of supervisors and supervisors' supervisors. Here's your chance to be put to work immediately and directly on important accounts. If you're good. Think of your scrapbook a year from now. Send us two things: (1) a proof or tear sheet of your best ad 100% yours; (2) a brief repeat brief letter telling us what you think we should know about you. Box 791, Advertising Age, 630 Third Avenue, New York 17, New York.

MERCHANDISING MANAGER

We are a national restaurant chain with home offices in Chicago. We are looking for a man or woman to create and manage a comprehensive merchandising program for all of our restaurants and cafeterias. Must have retail or restaurant chain experience. Box No. 795, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

ARE YOU AN AD MAN WHO CAN SELL?

We are the country's leading producers of Business Development Programs for banks . . . at present have 23 offices in major cities throughout the country. We are currently interested in opening offices in upper-New York State, Ohio, Massachusetts, and Georgia.

If you have proven sales ability—perhaps in account work or media —you probably have what it takes to find success as an Account Executive in our oganization.

All our men have been able to earn at least a five-figure income at the very beginning, on drawing account plus percentage.

Why not get the facts?

Write Mr. Joseph E. Gallagher, Vice President Sales.

Box 794, Advertising Age
630 Third Avenue
New York 17, New York

Personal interviews will be arranged at your convenience. In confidence, of course.

UNEXCELLED LOCATION AT HOLLYWOOD AND VINE IN HOLLYWOOD.
Center of T.V., Radio and Advertising Industries.
Office Suites up to 3,000 Sq. Ft. Alterations to suit tenants. Call or write THE BEN HECHT CO., 1680 N. Vine, Room 306, Hollywood, Calif., HOllywood 4-4111.

NEW ADV. MEDIUM
Seasoned, creative salesman to sell leased, unique, proven, multi-patented new electronic communication medium to top management of newspapers, radio-TV stations, shopping centers, etc. High, cumulatively-increasing returns for go-getter. Extensive travel. Mail full qualifications, etc. to Naxon Telesign Corp., 3600 W. Touhy Ave., Chicago 45.

DELUXE OFFICE SPACE IN CHICAGO
A glamourous suite of offices on Oak Street has just become available. Ideal for studio, architect or small agency. 7 smartly decorated rooms with reception area and two lavatories. **DE 7-0013.**

NOT-SO-OLD PRO
Under forty, with half that time spent in advertising. From budget through media selection to art and copy and copy to cash register-ringing RESULTS. Proven mail order sales producer. Outstanding public speaker. 12 years in present job as AM of one of leading companies in its field. Relocate anywhere.
Box 785, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PURCHASING MAN
IF YOU ARE OVER 30 (PREFERABLY WITH SOME COLLEGE), AND HAVE EXPERIENCE IN SOME OR ALL OF THE FOLLOWING:
- General Office Supplies
- Printing
- Stationery
- Graphic Arts
- Property & Casualty Insurance

IF . . . you have experience in dealing with suppliers, negotiating contracts . . . and your integrity is beyond reproach, we would like to consider you for a position leading to Head of Purchasing Operations for a vital nationwide company. Please send complete resume to:

Box 790, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

INDUSTRIAL ADVERTISING OPPORTUNITY
Multi-division electronic and metallurgical manufacturer, located Mid-West, needs creative industrial ad executive. Minimum of 5 years experience in trade paper advertising; industrial distributor and dealer sales promotion; publicity; liaison with agency, media, printers, artists. Work with sales, engineering and executive personnel. Growing firm with sales in high eight figures. Age 28-38. Highly attractive salary and future.
Box 788, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

PRODUCT ADVERTISING SPECIALIST
This man will direct the promotion of a product line for a nationally known manufacturer of farm equipment. Should be experienced in all phases of advertising, budgeting and program administration. Liberal arts college background and considerable industrial and commercial advertising experience required. Send resume and salary requirements to:

PERSONNEL MANAGER
NEW HOLLAND MACHINE CO.
DIV. OF SPERRY RAND CORP.
New Holland, Pa.

CHICAGO EMPLOYERS!
We have well qualified
Copywriters
Advertising Managers
Asst. Adv. Managers
Account Executives
Radio & TV Men
Production Men
Artists
Editors
Photographers
PROFESSIONAL, SALES AND CLERICAL OFFICE
ILLINOIS STATE EMPLOYMENT SERVICE
73 West Washington Street
Financial 6-3960

CREATIVE ACCOUNT EXECUTIVE FOR CONNECTICUT AGENCY

This relatively small but highly successful 4A Agency is looking for another capable associate.

This is no job for an amateur or specialist, but it's a superb opportunity (we think) for an all 'round adman with a strong flair for copy (print and broadcast, trade and consumer), practical knowledge of marketing and a liking for clients. We would hope you'd turn out to be a darned good contact man, but we're a helluva lot more concerned with your creative ability.

Healthy starting salary, profit-sharing, rapid and substantial increases if you measure up to our rather high standards and requirements. Write me full details in confidence if interested. (Sorry, but under forty preferred.)

GRACEMAN ADVERTISING, INC.
983 Main Street **Hartford, Conn.**

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

ARTISTS WANTED
Who would like to enjoy life and grow in sunny, busy Dallas, Texas. Our firm has grown ten times in five years. Need talented young artist to do effective layouts, type spec. and mechanical art for magazine ads, direct mail and annual reports. Also need competent type-spec-and-paste-up artist for mechanicals. Send complete resume of work history, snapshot of self and indicate annual salary. Excellent insurance, fringe benefits and profit sharing. ADDRESS: DON L. BAXTER, President, DON L. BAXTER, INC., Melba Building, Dallas, Texas.

OUTDOOR SALES REPRESENTATIVE
(To become Company Executive)
President of Progressive outdoor advertising firm seeks proven producer in painted bulletin sales. Wonderful career opportunity for creative man with A-1 contacts. Good salary, incentive and assured future.
Write in full confidence:
Leonard Landau, President
Landau Outdoor Advertising Co. Inc.
Philadelphia 40, Pa.

We have an opening for a SALES PROMOTION MANAGER
Multi-paper business magazine publisher has opening for a sales promotion manager who can work closely with a sales staff; build individual presentations; supervise exhibits; plan sales meetings; and do 101 other things we can dream up for him. It is an interesting well paid job in a top medium size company for an experienced young man. Give full details when you write. Our people know of this ad.
Box 789, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

THE RIGHT MAN WILL FIND HIS FUTURE HERE
All advertising agencies claim to be unusual. We can prove the claim. We specialize in mail order and mail oriented accounts — and in being more interested in a client's business than in just his advertising. We have a genuinely unique opportunity for the man who can meet these qualifications more than conversationally:
1. A keen and constant appreciation of the fact that if you concentrate on the account, the billing will take care of itself—but if you concentrate on the billing, the account may not be long for your shop.
2. Sufficient business seasoning, maturity and judgment to be able to conduct long-lasting associations with businessmen small enough to maintain a lively personal interest in their advertising and bright enough to be impressed by nothing but performances and balance sheets.
3. Enough creative gift and mechanical knowledge to service accounts without the back-up of extensive line and staff personnel.
4. The willingness and ability either to bring in or to get sufficient new business so that he will be —in a reasonable time—a producer of profits rather than simply an addition to overhead.
5. The driving desire to be an equity-holding member of the firm. Plus the competence to implement that desire in association with a man who will welcome new participation in ownership on the basis of merit, but who will not permit it purely on the basis of purchase.

We haven't the time, the inclination, nor the type of business which will permit us to interview the slick, the glib, the shrewd. If you honestly feel that the closest possible investigation will find you measuring up to the standards described above—and if our kind of agency sounds like your kind of thinking—then we invite correspondence from you, with a view to an early meeting.

LESTER LANGER ADVERTISING, Inc.
759 North Milwaukee St.
Milwaukee 2, Wisconsin

Lamar Promotes Lamar

Albert L. Lamar, since 1956 an executive with Lamar Outdoor Advertising Cos., operating in Louisiana, Mississippi and Florida, has been promoted to exec vp. He will supervise and coordinate sales operations in the various Lamar plants and will be directly responsible for national and regional sales.

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. 1 65¢ Larger sizes, proportionately priced.
Ward Kah Box 87-A Glendale 6, Calif.

MERCHANDISING MGR., packaging. MA, mktg. Exper. developing, executing mktg.-to-mfrs. plans. Officer-of-company potential $20-25M
COPY SUPERVISOR, important agency's biggest account. TV-print $20M
RETAIL PAINT MERCHANDISER, major chain exper. To 45 $18M
COPY, industrial & consumer. Versatile first rater to $18M
ASST. to MKTG. DIR., inter-state dairy Co. Brand-mgr. type exp. $12-14M
GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn Chicago CE 6-5353

LIST DEVELOPMENT
Walter Drey, Inc., mailing list brokers, have just released an interesting 8-page report on development of a list of "One Million American Highbrows and Middlebrows." Walter Drey, himself, wrote the report. Readers can obtain a copy by sending 20¢ in stamps to cover mailing costs. (Dept. AA-1—257 Fourth Avenue, New York 10, N. Y., or 333 N. Michigan Avenue, Chicago 1, Ill.)

CREATIVE LAYOUT ARTIST WANTED
A branch office of Canada's third largest Advertising Agency requires an experienced creative layout artist. The successful applicant will be required to take full responsibility for all creative layout and buying of finished art work. Excellent salary all fringe benefits and pleasant working atmosphere are offered.
If you think you would enjoy living in Canada's fastest growing city—population over 300,000 . . . within four hours' drive of Jasper Park and the Canadian Rockies . . . the best hunting and fishing one-half hour's drive from the city . . . then send complete resume of background and experience to
JAMES LOVICK & COMPANY LTD.
10014 — 107th Street
EDMONTON, Alberta, Canada

TWO EXPERIENCED MEN FOR AD AGENCY BRANCH MANAGERS
Rapidly growing, well-rated Midwest agency planning to open branch offices in Chicago and Indianapolis; needs competent managers for both. Should have 5 to 10 years' experience as account executives and thorough understanding of complete agency operation. If you can bring some billing with you, fine . . . but it is not required if you are well acquainted in either city and have contacts necessary for developing new business. Excellent opportunities for right men to work under favorable contracts and grow with us. Give full details of age, education, experience and necessary starting income. Applications held in strict confidence. Write:
Box 786, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PEACHY PROMOTION—*This promotion for cling peaches in Sidbert Food Stores Inc., Jackson Heights, N. Y., delighted two advertisers. Remington Rand sent quantities of display matter, including dummy shavers. The Cling Peach Advisory Board expressed delight, too, especially after the chain's cling peach sales rose 300% above normal.*

Advertiser's Name Wouldn't Subvert Kiddies, Editor Says

(Continued from Page 3)

with the sets.

"Previously declined at other meetings, according to the board, were offers for pencils, because they too had a sponsor's name printed on them. Several teachers in at least one of the city's grade schools have been supplied with surprisingly few pencils . . . Certainly, if the pencil shortage is that noticeable, we can't see the harm in accepting free pencils from any and all contributors, regardless of the advertising.

■ "Children, through tv, newspapers, magazines and the like, are certainly most familiar with today's American system of advertising," the editorial continued. "What possible harm can pencils, book covers and even the generous offer of junior science lab kits, possibly do because of a little advertising."

Such donations, provided the advertising is "not contrary to our accepted principles," should be accepted from one and all, the editorial concluded. #

Keyes, Martin Adds Two

Keyes, Martin & Co., Springfield, N. J., has been appointed to handle advertising for Keystone Electronics Co., Newark. The agency also has been named to handle advertising on the integrated power systems of Electric Specialty Co., Stamford, Conn., and Regulators Inc., Wycoff, N. J., affiliated companies.

LOOKING? . . .
. . . THINKING?
Outstanding positions now available
($5,500 to $62,000 — Maine to California)

- Sr. and Jr. Account Executives
- Marketing & Merchandising
- Research
- Copy Writing
- Advertising Managers
- Marketing Executives
- Sales Promotion Managers
- Department Assistants
- Public Relations

Send Your Résumé for Confidential Handling
DRAKE PERSONNEL, INC.
29 East Madison Bldg. • Chicago 2, Ill. • Financial 6-8700

Private Label Health, Beauty Aids Fail in Supers: 'McCall's' Panelists

(Continued from Page 3)

labels are of no consequence in health and beauty aids in supermarkets. One member pointed out that a private label must be equal in quality to a national brand, must have a saving in price and as much gross profit "cents" as the national brand. This, he said, is relatively easy to do in foods but not in toiletries.

■ The minimum amount of space available in the market, the slow turnover and the national brand loyalty of consumers were some of the other reasons private labels had no appeal to the panel. A member of the audience observed that the gradual demise of fair trade in the toiletries business could alter the private label picture.

The panel was wary of expressing itself on what the outcome might be of the present open discussions concerning cooperative advertising abuses, but seemed in agreement that Federal Trade Commission chairman Earl W. Kintner "really means business" and several speakers thought it was up to manufacturers and suppliers to find legal, workable arrangements within the law instead of waiting for the FTC to bear down.

"Any number of valid cases" violating the Robinson-Patman Act could be pulled from the files right now if the FTC decides to get tough, it was observed.

■ Most panel members agreed that supermarkets should devote more time to national brands promotions and deals, although Mr. McGill, who is non-foods buyer for his California chain, asked, "How can you bring people into your store with something everybody else has?"

Mr. Meyers, general merchandise buyer for the Massachusetts chain, commented that if a manufacturer has specific consumer advertising planned for a promotion, "you have an obligation to your customers" to buy the deal and have it on display.

Mr. Abrams, a rack jobber, was strongly in favor of price promotions. "We'll buy all we can get our hands on."

Mr. Foley, director of food store sales for B-M, felt that deals should not displace normal displays of the product.

Poor timing in tying-in or getting adequate inventory for a deal promotion has been responsible for many lost sales, and millions of wasted advertising dollars, it was agreed. Lack of information far enough in advance was cited as one of the reasons for this.

"Buying committees in the health and beauty aids business are for the birds," Mr. Hilburn said. He is health and beauty aids manager for the Houston chain. A committee can't distinguish between good deals and bad, and take too long deciding, he said.

Some buying committees are discussion groups instead of action groups, it was felt, and have cost themselves and manufacturers sales and profits because of their slowness. Another comment was that "weak salesmen" will use the buying committee excuse as an alibi for not being able to sell an individual buyer.

■ Catching customer attention and breaking up the monotony of a market were two reasons cited in favor of related-items promotions.

It was generally agreed that cosmetics items such as lipstick and face powder are growing in importance to the health and beauty aids rack, but that the space situation, which keeps variety at a minimum, still is a problem.

There was divided opinion over the relative importance of larger economy-size units over smaller, lower-price units. Some panel members said that large sizes should be pushed and that there are growing sales in this direction. Another said it is wrong to discontinue smaller sizes in an attempt to force buying of larger sizes. A third said it depended on what products are involved; a customer can wait and buy a small-size shampoo or toothpaste elsewhere but probably won't wait for a headache remedy.

The panel thought that while health and beauty aids are generally not losing space to other non-food lines in the supermarket, they are probably losing promotional support to the other lines. They were divided on the pros and cons of pre-pricing, according to their individual needs.

■ Among the comments made by the women's panel in the afternoon:

- There is not enough selection in health and beauty aids, especially in cosmetics.
- They resent television commercials which say, to children, "Tell your mother to buy . . ."
- They would like the health and beauty aids counter away from heavy traffic areas.
- Some supermarket displays "shout at you so that little items are hard to hear."
- They are not interested in gimmicks and premiums, and they dislike coupons or related items displays, which cause confusion.
- They all check the number of ounces in a bottle.
- Several buy their husbands' shaving equipment but would not think of switching brands on him.

■ A presentation by the Glenbrook Laboratories division of Sterling Drug Co., "The Eyes Buy It," was made during the lunch session, and indicated that eye-level racks can substantially increase sales. #

Donald Gardner Adds Two

Donald W. Gardner Advertising, Boston, has been appointed to introduce the new Westerbeke-Perkins (English) diesel engines and generators by J. H. Westerbeke Corp., marine engine distributor. Magazines and direct mail will be used. Gardner also has been named to handle advertising for Atkins & Merrill's industrial scale models at the Sudbury plant, the plastics division at the Marlboro plant and Atkins & Merrill West Inc., Anaheim, Cal.

Charles to Waldie & Briggs

Robert Charles, formerly vp, public relations, Fulton, Morrissey Co., Chicago, has joined Waldie & Briggs, Chicago, as a vp. His duties will be to expand the company's pr activity as head of a new pr division.

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The first time Jackie Gleason appeared in LIFE's pages was in 1944. He played to 4,126,000 paid admissions. In the new issue of LIFE Cover Boy Gleason can count 6,600,000 LIFE buyers* in the house.

Photo by Mark Shaw

*Estimated sale October 26, 1959 issue: 6,600,000 copies. Estimated readership: over 32,000,000 people.

THE CHRONICLE MEANS THE WEST

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